



Euromonitor
International

Herbal/Traditional Products in Ethiopia

October 2026

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KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Modern packaging lifts traditional remedies
Digital platforms widen access
Topical analgesics lead on cultural roots

WHAT'S NEXT?

Social media fuels imported supplement demand
Price pressures push consumers to DIY solutions

COMPETITIVE LANDSCAPE

Local trust sustains fragmented market

CHANNELS

Pharmacies lead distribution
E-commerce gains urban traction

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031
Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031
Chart 2 Population by Generation 2026
Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/herbal-traditional-products-in-ethiopia/report.