Euromonitor International

Herbal/Traditional Products in Lebanon

November 2026

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KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Affordability drives uptake of herbal blends
Herbatica attracts middle-income shoppers with accessible herbal teas

WHAT'S NEXT?

Domestic brands to expand as natural demand rises
Digestive remedies to sustain leadership as packaged formats gain appeal

COMPETITIVE LANDSCAPE

Environment remains unchanged across herbal/traditional products

CHANNELS

Pharmacies retain shopper loyalty through professional trust
Strict regulations keep retail e-commerce growth marginal

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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