

# Herbal/Traditional Products in Switzerland

October 2024

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#### Herbal/Traditional Products in Switzerland - Category analysis

#### **KEY DATA FINDINGS**

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Continued growth in 2024 Parents favour more natural solutions for their children Procter & Gamble leads the market with popular Vicks brand

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Continued growth for herbal/traditional products Herbal/traditional topical analgesics to grow from a small base Online sales and influencer marketing will gain traction

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