

Herbal/Traditional Products in Switzerland

October 2024

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Herbal/Traditional Products in Switzerland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

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

PROSPECTS AND OPPORTUNITIES

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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DISCLAIMER

DEFINITIONS

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