



Euromonitor
International

Herbal/Traditional Products in Austria

October 2023

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Herbal/Traditional Products in Austria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Questions around efficacy continue to limit demand for herbal/traditional products in many areas of consumer health

Strong demand for medicated confectionery continues to prop up sales

Consumers turn to herbal/traditional dietary supplements as a safer and more natural option

PROSPECTS AND OPPORTUNITIES

Herbal/traditional products set to continue on a steady growth path with further obstacles and opportunities

Herbal/traditional products should benefit from perceptions of being gentler and less addictive

Distribution unlikely to change dramatically but competitive landscape could benefit from the entrance of new players

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DISCLAIMER

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