



Herbal/Traditional Products in Ukraine

October 2024

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Herbal/Traditional Products in Ukraine - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Herbal/traditional products still in demand despite the shift to standard medicine
More consumers turning to herbal/traditional products thanks to the lack of side effects and safer image
Competition remains fragmented with Bionorica retaining the lead

PROSPECTS AND OPPORTUNITIES

Demand set to continue growing but category maturity could limit stronger growth opportunities
Herbal/traditional products paediatric dietary supplements and digestive remedies set to be the two most dynamic categories
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