



Herbal/Traditional Products in Tunisia

October 2023

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Herbal/Traditional Products in Tunisia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Herbal/traditional paediatric dietary supplements in demand

Domestic brands gaining ground

Important presence of unpackaged artisanal herbal and traditional products presents a barrier to growth

PROSPECTS AND OPPORTUNITIES

Rising number of physiotherapists and herbal doctors set to boost sales over the forecast period

A strong tradition for herbal medicine and a growing interest in natural solutions should help drive demand

Competition likely to remain stiff as local and international players recognise the potential in the market

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