



Euromonitor  
International

# Herbal/Traditional Products in Saudi Arabia

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- The reach of herbal/traditional products remains significant in Saudi Arabia
- Herbal/traditional treatments remain relevant for common ailments
- Saudi Pharmaceutical Industries & Medical Appliances Corp leads fragmented landscape
- E-commerce continues to gain ground as distribution channel

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Consumer Health in Saudi Arabia - Industry Overview

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DISCLAIMER

## DEFINITIONS

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