



Euromonitor
International

Herbal/Traditional Products in Brazil

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KEY DATA FINDINGS

2024 DEVELOPMENTS

The growth of herbal/traditional products in Brazil: Navigating the balance between preventive wellness and standard OTC medications
Combination of technology and tradition gives centrality to consumers through education
Anvisa holds public consultations to review the regulatory framework for herbal products

PROSPECTS AND OPPORTUNITIES

Herbal/traditional vitamins and dietary supplements likely to be a highlight in the forecast period
Government investment to boost herbal/traditional products in Brazil, expanding access and consumer confidence in the long term
In the short term, credibility and fragmentation are still factors which will limit growth

CATEGORY DATA

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Consumer Health in Brazil - Industry Overview

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DISCLAIMER

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