

# Herbal/Traditional Products in Lithuania

October 2024

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### Herbal/Traditional Products in Lithuania - Category analysis

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#### 2024 DEVELOPMENTS

Moderate growth posted in 2024

Eucarbon Herbal leads herbal digestive remedies brands, while Sinupret maintains overall category lead

Local player Valentis gains value share in 2024

### PROSPECTS AND OPPORTUNITIES

Low growth ahead for herbal/traditional products in Lithuania

Sleep aids likely to see volume rises while Valentis benefits from strong reputation for paediatric solutions

Haemorrhoid treatments to maintain presence in herbal dermatologicals, and environmental focus could expand consumer base

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