



Euromonitor
International

Herbal/Traditional Products in Azerbaijan

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Herbal/traditional products benefit from their safer image
- Competition remains highly fragmented
- Herbal/traditional cough, cold and allergy (hay fever) remedies seen as a safer option by parents

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- Increased regulation could limit the growth of herbal/traditional dietary supplements
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- Herbal/traditional dermatologicals unlikely to find an audience

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Consumer Health in Azerbaijan - Industry Overview

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DISCLAIMER

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