



Herbal/Traditional Products in Croatia

September 2023

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Herbal/Traditional Products in Croatia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales driven by greater consumer focus on health and wellness

Highly fragmented category

E-commerce attracts consumers with a wide product variety and highly competitive prices

PROSPECTS AND OPPORTUNITIES

Consumers will continue to look for natural, herbal alternatives

Sedentary lifestyles, stress, poor diets and travel will boost demand for herbal/traditional digestive remedies

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