



Herbal/Traditional Products in Spain

September 2023

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Herbal/Traditional Products in Spain - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Weak economy not a significant threat to category sales as consumers maintain interest in products with a natural positioning

Use of CBD continues to attract Spaniards' attention

Competitive landscape remains fragmented

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Solid growth for herbal/traditional products supported by subdued incomes and rising health trend

Brands attempt to engage more strongly with doctors to encourage uptake

Natural origins to continue dictating new product development

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