



# Herbal/Traditional Products in the United Arab Emirates

September 2023

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## Herbal/Traditional Products in the United Arab Emirates - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Herbal/traditional dietary supplements grows due to the preventive health trend  
Herbal/traditional sleep aids has room for growth  
Herbal/traditional topical analgesics remains one of the largest categories by value

#### PROSPECTS AND OPPORTUNITIES

Trend of going “back to basics” offers opportunities for well-known brands  
Herbal/traditional cough, cold and allergy (hay fever) remedies will continue to grow  
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### DISCLAIMER

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