



# Herbal/Traditional Products in Ukraine

October 2024

Table of Contents

## Herbal/Traditional Products in Ukraine - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Herbal/traditional products still in demand despite the shift to standard medicine  
More consumers turning to herbal/traditional products thanks to the lack of side effects and safer image  
Competition remains fragmented with Bionorica retaining the lead

#### PROSPECTS AND OPPORTUNITIES

Demand set to continue growing but category maturity could limit stronger growth opportunities  
Herbal/traditional products paediatric dietary supplements and digestive remedies set to be the two most dynamic categories  
Competition likely to intensify as demand for herbal/traditional products grows

#### CATEGORY DATA

Table 1 - Sales of Herbal/Traditional Products by Category: Value 2019-2024  
Table 2 - Sales of Herbal/Traditional Products by Category: % Value Growth 2019-2024  
Table 3 - NBO Company Shares of Herbal/Traditional Products: % Value 2020-2024  
Table 4 - LBN Brand Shares of Herbal/Traditional Products: % Value 2021-2024  
Table 5 - Forecast Sales of Herbal/Traditional Products by Category: Value 2024-2029  
Table 6 - Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2024-2029

## Consumer Health in Ukraine - Industry Overview

### EXECUTIVE SUMMARY

Consumer health in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments  
What next for consumer health?

### MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024  
Table 8 - Life Expectancy at Birth 2019-2024

### MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2019-2024  
Table 10 - Sales of Consumer Health by Category: % Value Growth 2019-2024  
Table 11 - NBO Company Shares of Consumer Health: % Value 2020-2024  
Table 12 - LBN Brand Shares of Consumer Health: % Value 2021-2024  
Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2019-2024  
Table 14 - Distribution of Consumer Health by Format: % Value 2019-2024  
Table 15 - Distribution of Consumer Health by Format and Category: % Value 2024  
Table 16 - Forecast Sales of Consumer Health by Category: Value 2024-2029  
Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

### APPENDIX

OTC registration and classification  
Vitamins and dietary supplements registration and classification  
Self-medication/self-care and preventive medicine  
Switches

### DISCLAIMER

### DEFINITIONS

## SOURCES

### Summary 1 - Research Sources

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