

Herbal/Traditional Products in Slovenia

October 2023

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Herbal/Traditional Products in Slovenia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Social media and rising environmental consciousness encourage sales

A fragmented competitive landscape leads to a wide variety of choice

E-commerce posts strong sales, offering a wide variety of goods

PROSPECTS AND OPPORTUNITIES

Herbal/traditional dietary supplements and remedies for cough, cold, and allergies boost growth

Herbal digestive remedies benefit from an ageing population in the country

E-commerce is set to drive growth as consumers look for international products

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