



Herbal/Traditional Products in Portugal

September 2023

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Herbal/Traditional Products in Portugal - Category analysis

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2023 DEVELOPMENTS

Herbal/traditional products benefiting from focus on natural ingredients

Sleep aids registers the most dynamic growth

Herbal/traditional cough, cold and allergy (hay fever) remedies registers strong growth

PROSPECTS AND OPPORTUNITIES

Increased focus on a more natural way of living likely to broaden the consumer base

Sales of herbal/traditional topical analgesics set to benefit from ageing population and sport

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