

# Herbal/Traditional Products in Croatia

September 2023

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## Herbal/Traditional Products in Croatia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sales driven by greater consumer focus on health and wellness

Highly fragmented category

E-commerce attracts consumers with a wide product variety and highly competitive prices

#### PROSPECTS AND OPPORTUNITIES

Consumers will continue to look for natural, herbal alternatives

Sedentary lifestyles, stress, poor diets and travel will boost demand for herbal/traditional digestive remedies

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