

Herbal/Traditional Products in Turkey

October 2023

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Herbal/Traditional Products in Turkey - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong interest in herbal/traditional products in the slipstream of the health and wellness trend

More consumers seek value for money amid a tough economic climate

New products create interest

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Bright outlook in an increasingly health-orientated environment

Consumers look to natural and milder remedies to avoid side effects

The competitive landscape is expected to fragment as new players enter the fray

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