



Herbal/Traditional Products in Kazakhstan

September 2023

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Herbal/Traditional Products in Kazakhstan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Higher prices favour value over volume growth
Herbal/traditional cough, cold and allergy (hay fever) remedies for children
Bionorica is set to remain the leader in a highly fragmented competitive landscape

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The popularity of herbal preparations is set to grow further
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Lifestyle trends to boost herbal/traditional sleep aids and topical analgesics

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