



Herbal/Traditional Products in Lithuania

October 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive results for herbal/traditional products despite rising inflation levels
Seasonal cold and cough symptoms lead to positive results on the landscape
Local manufacturer Valentis sees positive results with Pertusinas

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No major changes set to take place across the forecast period
Valentis will benefit from its positive reputation on the paediatric landscape
Focus on climate change has the potential to expand the consumer base

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