



Herbal/Traditional Products in Azerbaijan

September 2024

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Herbal/Traditional Products in Azerbaijan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Herbal/traditional products benefit from their safer image
Competition remains highly fragmented
Herbal/traditional cough, cold and allergy (hay fever) remedies seen as a safer option by parents

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Increased regulation could limit the growth of herbal/traditional dietary supplements
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Herbal/traditional dermatologicals unlikely to find an audience

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