



Euromonitor
International

Herbal/Traditional Products in Turkey

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Demand for herbal/traditional products continues to grow in 2025
iHealth Lab Inc leads sales in 2025 with the Sambucol brand
Pharmacies dominates category sales while e-commerce continues to gain momentum

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Clinical backing will help support category growth
Cross-category expansion likely to accelerate in the coming years
Desire to limit unwanted side-effects will benefit the category

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