



Euromonitor
International

Herbal/Traditional Products in Switzerland

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Tonics support growth of popular herbal remedies

Key players in herbal/traditional cough & cold remedies lead the competitive landscape

Pharmacy lead distribution due to legal regulations

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Strong demand for naturalness will prevail

Innovations will look at improving absorption and efficacy whilst reducing side effects

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