



Euromonitor
International

Herbal/Traditional Products in Austria

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Natural preference tempered by stick-with-what-works behaviour
Leadership rooted in cough/cold heritage as value-led options gain ground
Pharmacies anchor distribution while e-commerce and mass retail broaden access

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Preference for gentle solutions to support steady, selective growth
Incremental innovation and food–supplement convergence to shape development
Wellness behaviours, responsible claims and sustainability to define the ceiling for growth

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