



Euromonitor  
International

# Herbal/Traditional Products in the Czech Republic

September 2025

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## Herbal/Traditional Products in the Czech Republic - Category analysis

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Value sales supported by consumer preference for natural solutions

Competitive environment stable but space for dynamic newcomers

Pharmacies maintain dominance while e-commerce expands

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Continued positive trajectory expected

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Fragmented competitive landscape with rising private label brands

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### DISCLAIMER

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