



Euromonitor  
International

# Herbal/Traditional Products in Belgium

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Herbal/traditional products gain momentum as consumers seek natural solutions  
Tilman SA leads while Purasana NV and Laboratoire Puressentiel remain dynamic players  
Pharmacies continue to lead distribution, however, health and personal care drive growth

PROSPECTS AND OPPORTUNITIES

Herbal/traditional products is set for steady growth, driven by preventive health trends and innovation  
Digital and technological innovation will be drivers of growth across the forecast period  
Health and wellness is set to remain the core driver of consumer demand

CATEGORY DATA

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Consumer Health in Belgium - Industry Overview

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MARKET DATA

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DISCLAIMER

## DEFINITIONS

## SOURCES

### Summary 2 - Research Sources

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