



Euromonitor
International

Herbal/Traditional Products in Hungary

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Herbal/Traditional Products in Hungary - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Value sales of herbal/traditional products rise as demand for natural alternatives grows
Mondelez maintains its lead in herbal/traditional products as local and niche players gain ground
Pharmacies remain dominant in herbal/traditional distribution as retail e-commerce gains traction

PROSPECTS AND OPPORTUNITIES

Herbal/traditional products is set for steady growth as wellness trends continue
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