



Euromonitor
International

Herbal/Traditional Products in Croatia

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Concerns about active pharmaceutical ingredients continue to boost demand
MCM Klosterfrau Vertriebsgesellschaft mbH remains the leading producer
Distribution is heavily concentrated in the pharmacies channel

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Overall demand expected to remain buoyant
Herbal/traditional digestive remedies and herbal/traditional tonics set to grow fastest
Confidence in the efficacy of herbal/traditional products likely to rise further

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