



**Euromonitor
International**

Herbal/Traditional Products in North Macedonia

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Concerns about active pharmaceutical ingredients continue to lift demand

Fitopharm doo maintains overall lead in herbal/traditional products

Distribution still heavily concentrated in pharmacies

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Herbal/traditional dermatologicals expected to be the most dynamic performer

Trust in safety and efficacy of herbal/traditional solutions should continue to rise

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