

Herbal/Traditional Products in Greece

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Despite the higher retail price of such products, which to some extent hinders growth in recession-ridden Greece, herbal/traditional products are performing very well, and their penetration is growing. Younger Greeks are keen to replace standard medicines with herbal products when it comes to minor conditions, in the context of a wider trend of decreasing use of medicines. Although self-medication is growing in Greece, and in many cases, this translates to a shift from Rx to OTC products, younge...

Euromonitor International's Herbal/Traditional Products in Greece report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2012-2016, allowing you to identify the sectors driving growth. Forecasts to 2021 illustrate how the market is set to change.

Product coverage: Herbal/Traditional Cough, Cold and Allergy (Hay Fever) Remedies, Herbal/Traditional Dermatologicals, Herbal/Traditional Dietary Supplements, Herbal/Traditional Digestive Remedies, Herbal/Traditional Paediatric Dietary Supplements, Herbal/Traditional Sleep Aids, Herbal/Traditional Tonics, Herbal/Traditional Topical Analgesics.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- Get a detailed picture of the Herbal/Traditional Products market; Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Table of Content

Headlines
Prospects
Trends Are Favourable for Herbal/traditional Products
Increasing Product Variety
Strong Growth for Herbal/traditional Tonics
Competitive Landscape
With A Wide Product Portfolio, Power Health Hellas SA Leads
Domestic Player Frezyderm SA Sees An Increasing Share

A Vogel Is Gaining Share Despite Its High Retail Price

Category Data

Table 1 Sales of Herbal/Traditional Products by Category: Value 2012-2017

Table 2 Sales of Herbal/Traditional Products by Category: % Value Growth 2012-2017

Table 3 NBO Company Shares of Herbal/Traditional Products: % Value 2013-2017

Table 4 LBN Brand Shares of Herbal/Traditional Products: % Value 2014-2017

Table 5 Forecast Sales of Herbal/Traditional Products by Category: Value 2017-2022

Table 6 Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2017-2022

Executive Summary

Legislative Changes Reshape Consumer Health

Self-medication on the Rise As Healthcare Costs Increase

No Major Developments Take Place in the Competitive Landscape

the Distribution of OTC Products Is Liberated in 2017, and Internet Sales Flourish

Value Growth Anticipated Amidst OTC Liberation

Market Indicators

Table 7 Consumer Expenditure on Health Goods and Medical Services: Value 2012-2017

Table 8 Life Expectancy at Birth 2012-2017

Market Data

Table 9 Sales of Consumer Health by Category: Value 2012-2017

Table 10 Sales of Consumer Health by Category: % Value Growth 2012-2017

Table 11 NBO Company Shares of Consumer Health: % Value 2013-2017

Table 12 LBN Brand Shares of Consumer Health: % Value 2014-2017

Table 13 Distribution of Consumer Health by Format: % Value 2012-2017

Table 14 Distribution of Consumer Health by Format and Category: % Value 2017

Table 15 Forecast Sales of Consumer Health by Category: Value 2017-2022

Table 16 Forecast Sales of Consumer Health by Category: % Value Growth 2017-2022

Appendix

OTC Registration and Classification

Vitamins and Dietary Supplements Registration and Classification

Self-medication/self-care and Preventive Medicine

Switches

Sources

Summary 1 Research Sources

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