



Euromonitor
International

Herbal/Traditional Products in Croatia

September 2025

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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

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