



Herbal/Traditional Products in Slovenia

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Positive sales supported by steady and increasing consumer demand for natural products

Farmedica maintains lead thanks to its popular Prospan brand in herbal/traditional cough, cold, and allergy (hay fever) remedies

Pharmacies remain key thanks to strong level of consumer trust

PROSPECTS AND OPPORTUNITIES

Sales will continue to be supported by ongoing innovations and consumer demand for natural products

Innovation and research efforts will accelerate over the forecast period

Herbal/traditional remedies set to see stricter regulations over the forecast period

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DISCLAIMER

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