



Euromonitor  
International

# Herbal/Traditional Products in France

October 2025

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Herbal/traditional products increase in popularity thanks to the focus on clean living  
Arkopharma and Solinest remain the standout players in a fragmented market  
Pharmacies remains the go to channel despite its share declining

### PROSPECTS AND OPPORTUNITIES

The shift toward prevention and healthy ageing should boost sales  
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Regulatory stability should benefit sales of herbal/traditional products

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### DISCLAIMER

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