



Euromonitor
International

Herbal/Traditional Products in Greece

October 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Herbal/traditional products gain momentum as consumer preferences shift towards natural remedies

Mondelez Hellas SA retains its lead by offering medicated confectionery brand Halls

Pharmacies maintain its lead in herbal/traditional products despite rapid e-commerce growth

PROSPECTS AND OPPORTUNITIES

Strong growth is expected for herbal/traditional products as self-medication and investment trends align

There is set to be limited digital innovation in herbal/traditional products beyond marketing

Regulatory flexibility and sustainability are expected to drive investment in herbal/traditional products

CATEGORY DATA

Table 1 - Sales of Herbal/Traditional Products by Category: Value 2020-2025

Table 2 - Sales of Herbal/Traditional Products by Category: % Value Growth 2020-2025

Table 3 - NBO Company Shares of Herbal/Traditional Products: % Value 2021-2025

Table 4 - LBN Brand Shares of Herbal/Traditional Products: % Value 2022-2025

Table 5 - Forecast Sales of Herbal/Traditional Products by Category: Value 2025-2030

Table 6 - Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2025-2030

Consumer Health in Greece - Industry Overview

EXECUTIVE SUMMARY

Consumer Health in 2025: The big picture

Key trends in 2025

Competitive landscape

Channel developments

What next for Consumer Health?

MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025

Table 8 - Life Expectancy at Birth 2020-2025

MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2020-2025

Table 10 - Sales of Consumer Health by Category: % Value Growth 2020-2025

Table 11 - NBO Company Shares of Consumer Health: % Value 2021-2025

Table 12 - LBN Brand Shares of Consumer Health: % Value 2022-2025

Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2020-2025

Table 14 - Distribution of Consumer Health by Format: % Value 2020-2025

Table 15 - Distribution of Consumer Health by Format and Category: % Value 2025

Table 16 - Forecast Sales of Consumer Health by Category: Value 2025-2030

Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

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