

Bologna, 8th September

PRESS RELEASE

THE FUTURE OF THE HERBALIST SHOP AND THE POSSIBLE CHANGES FOR SALE OUTLETS

A piece of research performed by the Department of Sociology at the University of Bologna, coordinated by Prof. Piergiorgio Degli Esposti.

The results will be presented Sunday 11th at the Herbal Zone, Hall 35 at 10 am

Over the last few years the herbalist shop has been the protagonist of important developments. On the one hand **the perceived value of natural products used for personal care has been consolidated** and consumers' expectations have been raised to high levels; on the other hand, as a direct consequence of the potential profits to be gained, **on the distribution side everything has moved in favour of the pharmacies and big distribution chains.**

Thus the main aim has become not how to promote interest in natural products and treatment but rather how to make the herbalist shop more visible and competitive.

In the face of the challenges posed by the global society and big distribution it is necessary to have **a clear vision of the new shape of the competition.** In addition an understanding of market trends is an essential tool in facing the current crisis prepared.

Eco-sustainability, certification, the green economy, a return to tradition and a desire to discover are the main issues currently driving consumer choices and that will increasingly drive consumer choices, above all with regard to purchasing decisions for the category of products sold by herbalist shops.

Press office Sana: GB Studio (Gabriella Bonvini – Stefania Consigli) 02.70600135

E-mail: press.sana@gmail.com

Press office BolognaFiere: Isabella Bonvicini 051.282261 – 335 7995370

E-mail: isabella.bonvicini@bolognafiere.it