

Market Developments of Herbal (Medicinal) Products in Europe

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The era of innovation in the development of herbal medicinal products has certainly seen easier times. What was feasible in the past may no longer be reproducible under today's regulatory and economic conditions.

On the other hand, the concept of "innovation" is open to many interpretations and leaves considerable room for imagination. In the field of phytotherapy, genuinely innovative developments are challenging, while truly novel products are often beyond the financial reach of the small and medium-sized pharmaceutical companies that dominate this niche.

This discussion aims to strike a balance between ambition and feasibility. Ultimately, the goal is to identify approaches that could meaningfully advance the use of herbal medicinal products, provide a tangible benefit for the investing company, and ideally offer a period of market differentiation or competitive advantage.