

Dietary Supplements in Belgium

Market Direction | 2022-09-20 | 30 pages | Euromonitor

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Report description:

Value sales of dietary supplements are likely to display limited positive growth in 2022. In 2021, the slowdown came sooner than anticipated, possibly due to the stockpiling of dietary supplements until the spring of 2021 and the sudden backseat of the "COVID-19 dietary supplements", those mostly aimed at reinforcing immunity. The perceived threat from COVID-19 subsided in the autumn of 2021 thanks to the progress of the vaccination campaign in Belgium.

Euromonitor International's Dietary Supplements in Belgium report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Combination Dietary Supplements, Herbal/Traditional Dietary Supplements, Non-Herbal/Traditional Dietary Supplements.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Dietary Supplements market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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DIETARY SUPPLEMENTS IN BELGIUM

KEY DATA FINDINGS

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Sluggish growth expected for dietary supplements in 2022 after a year of normalisation

Dampened interest in immunity but ongoing success of wellbeing and comeback of beauty

Merck Consumer Healthcare/P&G only player with double-digit share in dietary supplements, while smaller players still progress better

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First wellbeing and joint care troubles, then maybe beauty

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OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

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