

Dietary Supplements in Turkey

Market Direction | 2022-09-26 | 25 pages | Euromonitor

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Report description:

Trends in dietary supplements largely follow those seen in vitamins. Dietary supplements continues to be supported by the health and wellness trends which have been enhanced by the event of COVID-19. Many products in dietary supplements are recommended to strengthen the immune system and help safeguard against both the COVID-19 virus and other ailments - such as fish oils/omega fatty acids, and zinc. Moving beyond the pandemic, sales continue to be supported by the ongoing health and wellness trends.

Euromonitor International's Dietary Supplements in Turkey 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.

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DIETARY SUPPLEMENTS IN TURKEY

KEY DATA FINDINGS

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Players continue to diversify their portfolios, with collagen products a growing trend

Pure Encapsulations range perfectly meets health and wellness trends

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Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

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