

Dietary Supplements in Portugal

Market Direction | 2022-10-07 | 26 pages | Euromonitor

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Report description:

Dietary supplements continued to register strong retail growth in current value terms in 2022, as the lingering effects of the COVID-19 pandemic supported an enduring consumer interest in health prevention. Herbal/traditional dietary supplements positioned as boosting immunity, such as echinacea and ginseng, saw dynamic growth in 2020, as consumers sought to reduce the odds of contracting COVID-19 and to avoid serious symptoms.

Euromonitor International's Dietary Supplements in Portugal 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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Probiotic supplements benefit from heightened interest in preventative health

Continued innovation in a fragmented landscape

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Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

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