

Dietary Supplements in France

Market Direction | 2023-09-21 | 28 pages | Euromonitor

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Report description:

The pandemic led to shifts in French consumer behaviour, including an increasing understanding of the importance of consistency to achieve overall wellbeing. Heightened health awareness around sickness prevention, and overall health and immunity have encouraged local consumers to change their approach. According to Euromonitor International's Voice of the Consumer: Health and Nutrition Survey, fielded January to February 2023 (n=21,221) in France, 7.9% of respondents considered themselves to be...

Euromonitor International's Dietary Supplements in France report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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 FRANCE

KEY DATA FINDINGS

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Dietary supplements benefits from social media advertising

Probiotic boom: France embraces gut-health revolution and digestive health, leading to upturn in dietary supplement sales

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Further marketing needed for eye health supplements to improve sales

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Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

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