

## **Dietary Supplements in Turkey**

Market Direction | 2023-10-04 | 25 pages | Euromonitor

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### **Report description:**

In the wake of Coronavirus (COVID-19), a growing number of local consumers are re-examining their diets. Obesity was identified as a major risk factor for developing severe symptoms, if one contracted the virus. As a result, consumers changed their eating habits, with many favouring fresh over processed food. However, this may hinder the need to use vitamins or dietary supplements as part of a regular diet. The negative effect on the Turkish economy of political uncertainty and two big earthquakes...

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 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.

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