

## **Dietary Supplements in Singapore**

Market Direction | 2023-10-26 | 25 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

Aligned with increased health consciousness and the desire to ensure preventive health, dietary supplements is set to record significant growth in 2023. Combination dietary supplements is expected to continue to be the largest category within dietary supplements, due to Singaporeans' preference for convenience and multifunctional benefits, with combination herbal/traditional supplements presenting higher sales compared with combination non-herbal/traditional supplements, due to habit persistence...

Euromonitor International's Dietary Supplements in Singapore 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Dietary Supplements in Singapore  
Euromonitor International  
October 2023

### List Of Contents And Tables

#### DIETARY SUPPLEMENTS IN SINGAPORE

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Dietary supplements continues to see solid value growth in Singapore

Gut health remains at the forefront of consumer consciousness

Alternative sweeteners increase in prevalence amidst increasing health consciousness

##### PROSPECTS AND OPPORTUNITIES

Plant-based/natural ingredient formulations have become more pervasive

Beauty-positioned supplements set to grow quickly in Singapore

Mental health supplements likely to grow faster over the forecast period

##### CATEGORY DATA

Table 1 Sales of Dietary Supplements by Category: Value 2018-2023

Table 2 Sales of Dietary Supplements by Category: % Value Growth 2018-2023

Table 3 Sales of Dietary Supplements by Positioning: % Value 2018-2023

Table 4 NBO Company Shares of Dietary Supplements: % Value 2019-2023

Table 5 LBN Brand Shares of Dietary Supplements: % Value 2020-2023

Table 6 Forecast Sales of Dietary Supplements by Category: Value 2023-2028

Table 7 Forecast Sales of Dietary Supplements by Category: % Value Growth 2023-2028

#### CONSUMER HEALTH IN SINGAPORE

##### EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

##### MARKET INDICATORS

Table 8 Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 9 Life Expectancy at Birth 2018-2023

##### MARKET DATA

Table 10 Sales of Consumer Health by Category: Value 2018-2023

Table 11 Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 12 NBO Company Shares of Consumer Health: % Value 2019-2023

Table 13 LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 14 Penetration of Private Label in Consumer Health by Category: % Value 2018-2023

Table 15 Distribution of Consumer Health by Format: % Value 2018-2023

Table 16 Distribution of Consumer Health by Format and Category: % Value 2023

Table 17 □Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 18 □Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

##### APPENDIX

OTC registration and classification

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Dietary Supplements in Singapore

Market Direction | 2023-10-26 | 25 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-06"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com