

## **Dietary Supplements in Germany**

Market Direction | 2023-12-14 | 27 pages | Euromonitor

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### **Report description:**

Most areas of dietary supplements continued to grow in volume and current value terms in 2023, albeit generally at quite modest rates, particularly in volume terms. Sales have been hit by the saturated nature of dietary supplements as well as the increasing competition from products like sports nutrition. Consumers feel less in need of immunity-boosting supplements, while high inflation and related cost-of-living problems are leading consumers to prioritise when making purchasing decisions. Some...

Euromonitor International's Dietary Supplements in Germany 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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Euromonitor International  
December 2023

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