

## **Dietary Supplements in Thailand**

Market Direction | 2024-01-25 | 25 pages | Euromonitor

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### **Report description:**

In 2023, Thailand witnessed a continued strong demand for dietary supplements, reflecting a heightened consumer interest in preventative health. While fears surrounding the COVID-19 pandemic had largely subsided, there remained a key focus on products with immunity-related claims, as Thais looked to fortify their bodies' resistance to various diseases. Linzi (mushroom extract), echinacea, garlic and ginseng proved to be particularly popular, as well as combination products which highlighted the...

Euromonitor International's Dietary Supplements in Thailand report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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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