

Dietary Supplements in Hong Kong, China

Market Direction | 2024-02-07 | 26 pages | Euromonitor

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Report description:

2023 saw increased interest in women's health and beauty supplements in Hong Kong as pandemic restrictions were removed, with more opportunities for consumers to go out and socialise. Female consumers are increasingly attracted to supplements with beauty positioning, such as vitamins and collagen products that are good for the skin and have antioxidant functionality. As a result, players in dietary supplements have shifted towards addressing demands for products that improve skin health. For exa...

Euromonitor International's Dietary Supplements in Hong Kong, China 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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