

## **Dietary Supplements in Guatemala**

Market Direction | 2024-10-08 | 23 pages | Euromonitor

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### **Report description:**

While not as popular as vitamins, dietary supplements also account for sizeable value sales in Guatemala in 2024. The offerings continue to expand, both targeting specific ailments or as a preventative measure. In addition, offerings are becoming more segmented, with for instance supplements targeted at different demographics, such as men, women, adolescents, or elder consumers. There is also extensive distribution across health and beauty retailers, as well as through direct selling and this is...

Euromonitor International's Dietary Supplements in Guatemala 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.

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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