

Dietary Supplements in South Africa

Market Direction | 2024-10-10 | 25 pages | Euromonitor

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Report description:

Demand for dietary supplements in South Africa continues to rise in 2024, despite the ongoing impact of inflation (which is slowly easing) on consumers' overall ability or willingness to invest in discretionary items. Many lower-income households struggling financially do not consider dietary supplements as essential purchases when they are trying to pay for groceries, fuel and rent.

Euromonitor International's Dietary Supplements in South Africa 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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