

## **Dietary Supplements in Turkey**

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

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### **Report description:**

Following the outbreak of COVID-19, consumers are increasingly interested in health, wellness and preventative health care. As a result, many consumers are becoming more active, while having changed their eating habits, moving away from ultra-processed food to nutritional and fresh options. However, this may hinder the need to use vitamins or dietary supplements as part of a regular diet. However, many consumers consider dietary supplements an economical and convenient way to adopt a preventive...

Euromonitor International's Dietary Supplements in Turkey 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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Euromonitor International  
October 2024

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