

## **Dietary Supplements in Austria**

Market Direction | 2024-11-21 | 27 pages | Euromonitor

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### **Report description:**

Due to current health and wellness trends and consumers ongoing effort to support healthier lifestyles and diets, dietary supplements continued performing well in 2024. Furthermore, time constraints and lack of detailed knowledge about nutrition led some consumers to opt for dietary supplements, perceiving them to be a convenient way to achieve their health goals. Many of these products target specific needs, such as immune health, vision health, stronger joints and bones and memory improvement.

Euromonitor International's Dietary Supplements in Austria 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  
November 2024

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