

# Dietary Supplements in Croatia

September 2023

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rising demand for dietary supplements that support mental health  
Changing lifestyles and marketing activities of direct sellers drive sales of beauty tonics  
Benefits of tonics and probiotic supplements are increasingly promoted

#### PROSPECTS AND OPPORTUNITIES

Healthy living trend and advertising set to drive growth  
E-commerce valued for product and price comparisons  
Consumers are willing to pay more for a brand they trust

#### CATEGORY DATA

Table 1 - Sales of Dietary Supplements by Category: Value 2018-2023  
Table 2 - Sales of Dietary Supplements by Category: % Value Growth 2018-2023  
Table 3 - Sales of Dietary Supplements by Positioning: % Value 2018-2023  
Table 4 - NBO Company Shares of Dietary Supplements: % Value 2019-2023  
Table 5 - LBN Brand Shares of Dietary Supplements: % Value 2020-2023  
Table 6 - Forecast Sales of Dietary Supplements by Category: Value 2023-2028  
Table 7 - Forecast Sales of Dietary Supplements by Category: % Value Growth 2023-2028

## Consumer Health in Croatia - Industry Overview

### EXECUTIVE SUMMARY

Consumer health in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for consumer health?

### MARKET INDICATORS

Table 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023  
Table 9 - Life Expectancy at Birth 2018-2023

### MARKET DATA

Table 10 - Sales of Consumer Health by Category: Value 2018-2023  
Table 11 - Sales of Consumer Health by Category: % Value Growth 2018-2023  
Table 12 - NBO Company Shares of Consumer Health: % Value 2019-2023  
Table 13 - LBN Brand Shares of Consumer Health: % Value 2020-2023  
Table 14 - Penetration of Private Label by Category: % Value 2018-2023  
Table 15 - Distribution of Consumer Health by Format: % Value 2018-2023  
Table 16 - Distribution of Consumer Health by Format and Category: % Value 2023  
Table 17 - Forecast Sales of Consumer Health by Category: Value 2023-2028  
Table 18 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

### APPENDIX

OTC registration and classification  
Vitamins and dietary supplements registration and classification  
Self-medication/self-care and preventive medicine  
Switches

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## DEFINITIONS

## SOURCES

### Summary 1 - Research Sources

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