

Dietary Supplements in the US

September 2023

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Dietary Supplements in the US - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Dietary supplements sees moderate, consistent growth, thanks to the ongoing health and wellness trend Brain and cognitive health products see strong performances and new brand launches Growing focus on women's health

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Products for beauty from within on the rise Positive outlook for plant-based, organic, and vegan products Multifunctionality set to gain further momentum

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DISCLAIMER

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