

Dietary Supplements in Egypt

September 2023

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Dietary Supplements in Egypt - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

An increase in health awareness and motivation to meet nutritional requirements The rising cost of living and devaluation of the currency shape purchasing habits Pharmacies drive growing interest in long-term health habits

PROSPECTS AND OPPORTUNITIES

Competitive prices from local players appeal to price-sensitive consumers Preventative and holistic approaches boost growth across the coming years Strong growth due to continuous and rising interest in health awareness

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DISCLAIMER

DEFINITIONS

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