

Dietary Supplements in New Zealand

October 2023

Table of Contents

Dietary Supplements in New Zealand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising inflation impacts unit prices for dietary supplements Consumers gravitate towards products claiming to address specific health requirements, in keeping with a more holistic approach to wellbeing Growing demand for products addressing women's health and beauty needs, with collagen-based formulations gaining traction

PROSPECTS AND OPPORTUNITIES

New regulations regarding natural health products to impact industry Pill fatigue drives growth in innovative new formats Growing demand for plant-based supplements

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 New Zealand - 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 2018-2023Table 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 in Consumer Health 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

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

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