

Dietary Supplements in Bulgaria

October 2023

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Dietary Supplements in Bulgaria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Probiotic supplements benefit from growing awareness, while magnesium remains popular

Dietary supplements category sees demand supported by social media

Fragmented competitive landscape creates need for regular product launches

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E-commerce expected to continue expansion

Diversification of product offerings anticipated to fuel competition

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DISCLAIMER

DEFINITIONS

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