



Euromonitor
International

Dietary Supplements in Greece

October 2025

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Dietary Supplements in Greece - Category analysis

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Rising prices and specialised needs fuel value growth in dietary supplements

Green Import retains its lead in 2025 while Healthcode IKE increases its share

Pharmacies remain dominant despite rising competition from retail e-commerce and parapharmacies

PROSPECTS AND OPPORTUNITIES

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Digital marketing is set to expand, but in-store promotion remains key for older consumers

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