

Dietary Supplements in Costa Rica

September 2023

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Dietary Supplements in Costa Rica - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growing awareness of Omega 3 benefits, boosts retail value growth Probiotics face growing competition from forfeited yoghurt products Collagen sales suffer as disposable incomes decline in 2023

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CBD could grow if prices are reduced, and communication improved Increased availability of supplements will drive category growth Education about the use of herbal supplements is becoming more widespread

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