

Dietary Supplements in Israel

September 2023

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Dietary Supplements in Israel - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Heavier focus on health and wellness underpins sales of dietary supplements Echinacea is sought out for immune support Growing awareness of probiotic supplements and its health benefits drives category sales

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Slower growth ahead but consumers more demanding International e-commerce players could stifle growth potential Pharmacies will remain the leading channel

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