

# Dietary Supplements in Singapore

October 2023

Table of Contents

## Dietary Supplements in Singapore - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Dietary supplements continues to see solid value growth in Singapore

Gut health remains at the forefront of consumer consciousness

Alternative sweeteners increase in prevalence amidst increasing health consciousness

#### PROSPECTS AND OPPORTUNITIES

Plant-based/natural ingredient formulations have become more pervasive

Beauty-positioned supplements set to grow quickly in Singapore

Mental health supplements likely to grow faster over the forecast period

#### 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 Singapore - 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 2018-2023

Table 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

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## DEFINITIONS

## SOURCES

### Summary 1 - Research Sources

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