

# Dietary Supplements in Indonesia

September 2023

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# Dietary Supplements in Indonesia - Category analysis

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#### 2023 DEVELOPMENTS

Value growth maintained as more consumers understand the value of supplements

Skin health is an area of focus for players

Probiotic supplements recognised as important for gut and brain health

## PROSPECTS AND OPPORTUNITIES

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Probiotic supplements and products with a specific positioning set to drive growth

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#### **DEFINITIONS**

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