

# Dietary Supplements in Australia

September 2023

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## Dietary Supplements in Australia - Category analysis

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Rising cost-of-living pressures and squeezed discretionary spending place short-term pressure on consumers

Products targeting holistic health are growing in popularity

Beauty from within and women's health positioning drive supplements consumption

#### PROSPECTS AND OPPORTUNITIES

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Mental health and wellbeing set to emerge as a key positioning in the long term

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