



Euromonitor
International

Dietary Supplements in Ethiopia

October 2026

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KEY DATA INSIGHTS

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Online platforms drive imported supplement discovery

Local producer undercuts imported ashwagandha pricing

Social media builds trust for local brands

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WHAT'S NEXT?

Population growth and digital awareness sustain forecast demand

New regulation raises compliance costs for importers

Local herbal supplements set to outpace imports

Chart 1 Forecast Value Sales 2021-2031

Chart 2 Forecast Value Sales by Category 2026-2031

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COUNTRY REPORTS DISCLAIMER

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