Euromonitor International

Dietary Supplements in Bangladesh

November 2026

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KEY DATA INSIGHTS

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Arogga broadens online access, driving affordable supplement uptake
Collagen and biotin thrive as price-led platforms expand reach
Nutrition outreach and digital platforms bridge persistent dietary gaps
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Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Higher-income consumers prioritise affordable solutions as nutrition gaps persist
Single ingredient non-herbal products outpace growth as selective adoption intensifies
Convenience-driven purchasing and affordability shape business outcomes
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COUNTRY REPORTS DISCLAIMER

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