

# **Dietary Supplements in Thailand**

September 2024

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# Dietary Supplements in Thailand - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Sales of combination dietary supplements soar due to holistic health approach Elevated demand for probiotic supplements due to focus on gut health Aggressive marketing along with attractive discounts and promotions

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More intense competition is expected to emerge within dietary supplements Greater focus on dietary supplements with a beauty positioning Landscape set to become increasingly fragmented with new brands and product innovation

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