

# **Dietary Supplements in the Philippines**

September 2024

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# Dietary Supplements in the Philippines - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Herbal dietary supplements are commonly favoured by consumers Probiotics continue to grow in popularity Collagen and glutathione see heightened interest amongst female consumers

#### PROSPECTS AND OPPORTUNITIES

Heart, eye and gut health will emerge as key priorities Trend towards personalised nutrition will be accompanied by emergence of niche dietary supplements Local dietary supplement brands will benefit from prominence of local influencers

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