

Dietary Supplements in France

September 2024

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Dietary Supplements in France - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Another strong year of growth as consumers continue to opt for natural fixes

Category-wide dynamism is thanks to the promise of functional ingredients

Dermapharm leads while BMS enters the category with innovative offering

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Favourable outlook thanks to increased focus on more natural products

Social media activity expected to drive growth

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