

Dietary Supplements in Ireland

October 2024

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Dietary Supplements in Ireland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand rises due to education and the maintenance of habits post-pandemic Awareness of digestive health drives growth for probiotic supplements Focus on immunity and preventive health

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Probiotic supplements will continue to see rising interest E-commerce expansion likely to continue Sustainability and clean label will be increasingly important

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