

Dietary Supplements in India

January 2025

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Dietary Supplements in India - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Dietary supplements observes double-digit value growth in 2024

Wellness-associated products gain traction in dietary supplements, with a focus on holistic wellness Brand collaborations and celebrity endorsements boost engagement and visibility in dietary supplements

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Changing consumer attitudes towards health and wellness to drive demand for dietary supplements Synergy between beauty and wellness set to boost sales of skin and hair health supplements Growth potential for dietary supplements for women, driven by hormone awareness

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