



Euromonitor
International

Dietary Supplements in Thailand

September 2024

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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
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Consumer Health in Thailand - Industry Overview

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DISCLAIMER

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