

Dietary Supplements in Peru

October 2024

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Dietary Supplements in Peru - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising use of probiotics boosts retail value growth for dietary supplements Magnesium gains relevance due to its multipurpose properties Players focus on promoting and extending their dietary supplement portfolios

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Rising interest in herbal products that support mental health and wellbeing Educating the consumer and investment in niche categories will drive growth Search for wellness boosts growth for dietary supplements across the forecast period

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DISCLAIMER

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