

# **Dietary Supplements in North Macedonia**

October 2024

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# Dietary Supplements in North Macedonia - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Macedonians continue to show strong interest in dietary supplements Focus on immune health and increasingly busy lifestyles boost ginseng sales Combination products remain a focal point for innovation

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Preventive health trend will continue to favour dietary supplements Probiotic supplements set to remain among the fastest expanding categories Co-enzyme Q10 well positioned to benefit from population ageing

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