



Euromonitor
International

Dietary Supplements in Australia

September 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Dietary supplements records steady performance despite impact of inflation and cost-of-living hikes
- Fish oils a key area for dietary supplements in Australia
- Herbal/traditional dietary supplements experiences strong growth as consumers learn more about the benefits

PROSPECTS AND OPPORTUNITIES

- Steady category performance over the forecast period as inflation eases
- Rising levels of stress and anxiety among young people set to increase demand for various dietary supplements
- Blackmores likely to retain leadership with expansive product range

CATEGORY DATA

- Table 1 - Sales of Dietary Supplements by Category: Value 2019-2024
- Table 2 - Sales of Dietary Supplements by Category: % Value Growth 2019-2024
- Table 3 - Sales of Dietary Supplements by Positioning: % Value 2019-2024
- Table 4 - NBO Company Shares of Dietary Supplements: % Value 2020-2024
- Table 5 - LBN Brand Shares of Dietary Supplements: % Value 2021-2024
- Table 6 - Forecast Sales of Dietary Supplements by Category: Value 2024-2029
- Table 7 - Forecast Sales of Dietary Supplements by Category: % Value Growth 2024-2029

Consumer Health in Australia - Industry Overview

EXECUTIVE SUMMARY

- Consumer health in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retailing developments
- What next for consumer health?

MARKET INDICATORS

- Table 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024
- Table 9 - Life Expectancy at Birth 2019-2024

MARKET DATA

- Table 10 - Sales of Consumer Health by Category: Value 2019-2024
- Table 11 - Sales of Consumer Health by Category: % Value Growth 2019-2024
- Table 12 - NBO Company Shares of Consumer Health: % Value 2020-2024
- Table 13 - LBN Brand Shares of Consumer Health: % Value 2021-2024
- Table 14 - Penetration of Private Label in Consumer Health by Category: % Value 2019-2024
- Table 15 - Distribution of Consumer Health by Format: % Value 2019-2024
- Table 16 - Distribution of Consumer Health by Format and Category: % Value 2024
- Table 17 - Forecast Sales of Consumer Health by Category: Value 2024-2029
- Table 18 - Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

APPENDIX

- OTC registration and classification
- Vitamins and dietary supplements registration and classification
- Self-medication/self-care and preventive medicine
- Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

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