

Dietary Supplements in Kenya

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Abstracts

There is a growing awareness of the significance of a balanced diet and the role that dietary supplements can play in addressing deficiencies. Lifestyle changes, longer work hours and a lack of time for nutritious meal preparation are prompting more people to consider vitamin and dietary supplements. This inclination is more prevalent in middle and high-income households, who take a more proactive approach to health. However, the majority of consumers only turn to dietary supplements when advise...

Euromonitor International's Dietary Supplements in Kenya report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Combination Dietary Supplements, Herbal/Traditional Dietary Supplements, Non-Herbal/Traditional Dietary Supplements.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Dietary Supplements market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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