

# Dietary Supplements in North Macedonia

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## Abstracts

Dietary supplements are seeing a strong double-digit increase in retail value sales in 2023 as a result of rising unit prices amidst rampant inflation in the country. Volume growth, meanwhile, is driven by the health and wellness trend and people becoming more knowledgeable about dietary supplements. Consumers continue to spend on dietary supplements with a growing focus on herbal/traditional dietary supplements and premium products, which is also supporting value growth in the year.

Euromonitor International's Dietary Supplements in North Macedonia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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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