

# Dietary Supplements in New Zealand

<https://marketpublishers.com/r/DB8C16FE03FEN.html>

Date: October 2023

Pages: 26

Price: US\$ 990.00 (Single User License)

ID: DB8C16FE03FEN

## Abstracts

Retail sales of dietary supplements in New Zealand saw stronger growth in current value terms in 2023. However, much of this was driven by increases in unit prices, due to inflation, rather than any significant upturn in demand. The country high reliance on imported ingredients and overseas manufacturing also continued to impact input costs for dietary supplements in 2023, with rising freight expenses, surging raw material costs and delivery delays contributing to higher average unit prices for...

Euromonitor International's Dietary Supplements in New Zealand 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.

## Contents

Dietary Supplements in New Zealand  
Euromonitor International  
October 2023

### **LIST OF CONTENTS AND TABLES**

DIETARY SUPPLEMENTS IN NEW ZEALAND  
KEY DATA FINDINGS

#### **2023 DEVELOPMENTS**

Rising inflation impacts unit prices for dietary supplements  
Consumers gravitate towards products claiming to address specific health requirements, in keeping with a more holistic approach to wellbeing  
Growing demand for products addressing women's health and beauty needs, with collagen-based formulations gaining traction

#### **PROSPECTS AND OPPORTUNITIES**

New regulations regarding natural health products to impact industry  
Pill fatigue drives growth in innovative new formats  
Growing demand for plant-based supplements

#### **CATEGORY DATA**

Table 1 Sales of Dietary Supplements by Category: Value 2018-2023  
Table 2 Sales of Dietary Supplements by Category: % Value Growth 2018-2023  
Table 3 Sales of Dietary Supplements by Positioning: % Value 2018-2023  
Table 4 NBO Company Shares of Dietary Supplements: % Value 2019-2023  
Table 5 LBN Brand Shares of Dietary Supplements: % Value 2020-2023  
Table 6 Forecast Sales of Dietary Supplements by Category: Value 2023-2028  
Table 7 Forecast Sales of Dietary Supplements by Category: % Value Growth 2023-2028

#### **CONSUMER HEALTH IN NEW ZEALAND**

##### **EXECUTIVE SUMMARY**

Consumer health in 2023: The big picture

#### **2023 KEY TRENDS**

Competitive landscape  
Retailing developments

What next for consumer health?

## MARKET INDICATORS

Table 8 Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 9 Life Expectancy at Birth 2018-2023

## MARKET DATA

Table 10 Sales of Consumer Health by Category: Value 2018-2023

Table 11 Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 12 NBO Company Shares of Consumer Health: % Value 2019-2023

Table 13 LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 14 Penetration of Private Label in Consumer Health by Category: % Value 2018-2023

Table 15 Distribution of Consumer Health by Format: % Value 2018-2023

Table 16 Distribution of Consumer Health by Format and Category: % Value 2023

Table 17 Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 18 Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

## 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

## I would like to order

Product name: Dietary Supplements in New Zealand

Product link: <https://marketpublishers.com/r/DB8C16FE03FEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/DB8C16FE03FEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970