



Dietary Supplements in Dominican Republic

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Demand for dietary supplements is driven by the search for digestive and mental health benefits.

In dietary supplementation, the industry focuses on age targeting and relies on recommendations from health professionals to drive sales

The search for scientific validation in dietary supplements favours the positioning of the pharmacy channel

PROSPECTS AND OPPORTUNITIES

Growing preventive health focus among Dominicans and the positive macroeconomic context favour the penetration of dietary supplements

Nutritional supplements innovate with technologies that claim to improve their assimilation levels

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