



Euromonitor
International

Dietary Supplements in Australia

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

- Consumers seeking solutions for emotional, digestive and holistic health
- Local brands benefit from their reputation for safety, quality and transparency
- TGA continues to ensure the quality, safety and efficacy of listed medicines in 2025

PROSPECTS AND OPPORTUNITIES

- Sales set to focus on digestive and mental health, brain function, joint support and immunity
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Consumer Health in Australia - Industry Overview

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DISCLAIMER

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