



Euromonitor
International

Dietary Supplements in Turkey

October 2025

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Dietary Supplements in Turkey - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Demand fuelled by condition-specific and functional supplements
Solgar retains strong lead in dietary supplements
Pharmacies remains the leading channel while e-commerce enjoys dynamic growth

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/dietary-supplements-in-turkey/report.