



Euromonitor
International

Dietary Supplements in Cameroon

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising demand for dietary supplements is driven by nutritional gaps and preventive health
Novartis AG retains its lead as Biofar Laboratories captures emerging demand
Pharmacies drive sales of dietary supplements while retail e-commerce lags amid regulatory barriers

PROSPECTS AND OPPORTUNITIES

Preventive health is expected to fuel demand as convenient formats gain ground
Hybrid innovations are set to combine traditional remedies and modern science
The government drive for import substitution will present both opportunities and challenges

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