

27 Jul 2022 | Interviews

CPHI Podcast Special: The Supplements Market – From Slump to Surge

by [David Ridley](#)

In this podcast special, HBW Insight senior editor David Ridley is interviewed by CPHI's Rebecca Lumley about the latest trends in the European dietary supplements space. They discuss which products surged in popularity during the pandemic, the rise of self-care and the current regulatory environment in Europe.

The dietary supplements market continues to grow, with products like vitamins, herbal drinks, and protein powders found in more household cupboards than ever before.

While supplements can be an excellent way to cover deficiencies not addressed by food intake, the wide range of products available in health food shops, pharmacies and supermarkets can be overwhelming for consumers.

And while market growth is expected to continue, products such as herbal supplements and CBD continue to face regulatory issues and scrutiny over the soundness of their health claims.

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