

TRENDS IN THE DEVELOPMENT OF THE MARKET OF DIETARY SUPPLEMENTS IN KAZAKHSTAN SINCE 2010

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The relevance of research. The market for dietary supplements in Kazakhstan has been growing steadily from 2010 to the present, driven by changes in consumer preferences, increased awareness of healthy lifestyles, the development of digital sales channels, and growing interest in personalized products. Taking into account global and local trends, as well as increasing state regulation, the analysis of the current state and prospects of the dietary supplements market in Kazakhstan is becoming highly relevant for market participants, investors and government agencies.

Purpose of the study. To study the dynamics of the dietary supplement market in Kazakhstan, identify key trends and determine growth prospects.

Object of research. The market of dietary supplements in Kazakhstan, its segments, dosage forms and growth factors.

Discussion of the results. Biologically active supplements (BAA) play a significant role in the life of modern consumers. In Kazakhstan, as in other countries, there is a steady increase in interest in a healthy lifestyle, which has led to an increase in demand for various supplements that help maintain health. The period from 2010 to 2024 is marked by serious changes in the dietary supplements market, associated with changing consumer preferences, increased state regulation and the development of scientific research in the field of nutrition.

According to Euromonitor International, the market of dietary supplements in Kazakhstan continues to develop and in 2023 increased by 11.5% compared to 2022 – from \$175.12 million to \$195.4 million [1].

Since the beginning of the 2010s, the dietary supplement market in Kazakhstan has been showing steady growth. This is due to a number of factors:

1. Increasing awareness of a healthy lifestyle: Kazakhstani consumers are increasingly interested in ways to strengthen immunity, improve overall health, and prevent chronic diseases.

2. Population income growth: While Kazakhstan's economy has fluctuated, the average income level has allowed more people to purchase dietary supplements.

3. Dawn of e-commerce: E-commerce has significantly simplified access to dietary supplements, especially after the COVID-19 pandemic, when online platforms became the main sales channel.

However, the market also faced a number of challenges. First, it is a competition with traditional medicine. Many consumers are still skeptical of dietary supplements and prefer traditional pharmaceuticals. The second factor is pre-regulation and certification. In Kazakhstan, there were repeated increases in quality and safety control measures for dietary supplements, which slowed down the introduction of new products to the market.

Dietary supplements on the market of Kazakhstan are presented in various dosage forms (Table 1).

Table 1

The most popular types of dietary supplements in the Republic of Kazakhstan

Dosage form	Description
Tablets and capsules	Are the most popular form of dietary supplements due to their ease of administration and long shelf life. In particular, popular are multivitamins, minerals, as well as drugs to improve the digestive tract, maintain the cardiovascular system and immunity
Powders and pellets	Of dietary supplements in the form of powders are usually used to make drinks or added to food. This form is more popular among sports supplements, such as protein powders, amino acids, and antioxidants
Solutions and syrups	Are mainly intended for children and the elderly, as they are convenient to take. Used to strengthen the immune system, improve digestion, as well as supportive agents for colds
Ointments and creams	Dietary supplements for external use are most often used for joint diseases and skin problems. These medications are popular among older people suffering from rheumatism and other chronic joint diseases
Teas and herbal	Remedies are used as adjuncts to stress, insomnia, and other conditions related to the nervous system. In Kazakhstan, there is a cultural tradition of consumption of herbal teas, which stimulates the demand for natural phytocomplexes

Regulation of the dietary supplements market in the CIS countries varies from country to country. In most countries, dietary supplements are classified as food additives, which allows them to be registered more easily than medicines. However, to protect consumers, there are certain rules on the certification, labeling, and advertising of dietary supplements [2].

During the period under review, the dietary supplement market in Kazakhstan has become subject to more stringent state regulation. One of the key aspects was the introduction of requirements for product certification, as well as compliance with international GMP (Good Manufacturing Practice) standards. In 2021, the rules for labeling and advertising dietary supplements were tightened, which led to significant changes in the marketing strategies of companies. Before entering the market,

companies must provide complete information about the composition, evidence base for the effectiveness and safety of the product.

Given the fact that many consumers are still not sufficiently informed about the differences between dietary supplements and medicines, one of the most effective ways of promotion is educational marketing. Companies actively create content dedicated to the beneficial properties of their products, explain how dietary supplements can improve health and support an active lifestyle. These can be webinars, articles, video instructions, or materials on social networks [2, 3].

The most successful campaigns include the following aspects:

- Explain exactly how the active ingredients of supplements work and how they support the body.

- Presentation of clinical trial data (if any), which increases confidence in the product.

- Involvement of experts-doctors, nutritionists and nutritionists who give advice and recommendations on taking dietary supplements.

According to the results of a study conducted at the M. Auezov South Kazakhstan University, there is a steady increase in the consumption of dietary supplements among the population of Kazakhstan. According to Aigerim Sadubayeva, a representative of the Committee of Sanitary and Epidemiological Control of the Ministry of Health of the Republic of Kazakhstan, more than 90 million packages of dietary supplements are sold annually in the country [4, 5].

The market-of dietary supplements in Kazakhstan can be divided into several main categories, depending on their purpose (Table 2).

Table 2

Categories of dietary supplements in Kazakhstan, depending on their purpose

Category	Distinctive features
Of dietary supplements for strengthening the immune	System Especially during the COVID-19 pandemic, there was a significant increase in demand for vitamins (especially vitamin C and D), zinc, echinacea and other means of supporting the immune system.
Dietary supplements for improving digestion	Products based on probiotics and prebiotics are popular among consumers suffering from gastrointestinal problems. This segment also includes weight loss medications [6]
Sports supplements	Kazakhstani consumers who are fond of sports actively use proteins, amino acids and drugs to increase endurance. The growth of interest in fitness and active lifestyle stimulated this segment
Antioxidant complexes and anti-aging	Products Due to the increase in life expectancy and increased attention to the prevention of aging, such supplements have become an important part of the market. There is a particular demand for coenzyme Q10, resveratrol and collagen
Dietary supplements for the cardiovascular system	Preparations with omega-3 acids and other components that improve the functioning of the cardiovascular system are in demand among older people who pay more attention to the prevention of heart disease

Conclusions. The market for dietary supplements in Kazakhstan is steadily growing due to increased awareness of the population and maintaining immunity, especially after the pandemic. The development of digital sales channels expands access to products, which contributes to market growth. Local manufacturers are strengthening their positions by offering products based on traditional components. Strengthening state control is necessary to ensure the safety and quality of dietary supplements.

Further market growth depends on digitalization, regulation, and innovation. The market outlook remains positive, especially in the immune and sports supplement segments.

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