

Vitamins in Thailand

January 2024

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Vitamins in Thailand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Ongoing health concerns, coupled with new product developments, remain key to growth Manufacturers invest in omnichannel strategies Retail landscape for vitamins continues to evolve, in response to changing consumer preferences

PROSPECTS AND OPPORTUNITIES

Players will tap into health needs of specific demographics to harness further growth Multivitamins will continue to lead growth More investment expected in digital sales and marketing

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DISCLAIMER

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