

Vitamins in Egypt

September 2023

Table of Contents

Vitamins in Egypt - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong demand as consumers become increasingly aware of the benefits of vitamins
Eva Limitless joins the landscape, competition against imported goods with high price tags
Pharmacist recommendations and government action boost sales

PROSPECTS AND OPPORTUNITIES

The rising interest in health and wellness is set to boost growth on the landscape
Vitamin C to remain a key product following the outbreak of COVID-19
Affluent consumers spearhead growth due to the frequency and value of purchase

CATEGORY DATA

- Table 1 - Sales of Vitamins by Category: Value 2018-2023
- Table 2 - Sales of Vitamins by Category: % Value Growth 2018-2023
- Table 3 - Sales of Multivitamins by Positioning: % Value 2018-2023
- Table 4 - NBO Company Shares of Vitamins: % Value 2019-2023
- Table 5 - LBN Brand Shares of Vitamins: % Value 2020-2023
- Table 6 - Forecast Sales of Vitamins by Category: Value 2023-2028
- Table 7 - Forecast Sales of Vitamins by Category: % Value Growth 2023-2028

Consumer Health in Egypt - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for consumer health?

MARKET INDICATORS

- Table 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023
- Table 9 - Life Expectancy at Birth 2018-2023

MARKET DATA

- Table 10 - Sales of Consumer Health by Category: Value 2018-2023
- Table 11 - Sales of Consumer Health by Category: % Value Growth 2018-2023
- Table 12 - NBO Company Shares of Consumer Health: % Value 2019-2023
- Table 13 - LBN Brand Shares of Consumer Health: % Value 2020-2023
- Table 14 - Distribution of Consumer Health by Format: % Value 2018-2023
- Table 15 - Distribution of Consumer Health by Format and Category: % Value 2023
- Table 16 - Forecast Sales of Consumer Health by Category: Value 2023-2028
- Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification
Vitamins and dietary supplements registration and classification
Self-medication/self-care and preventive medicine
Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

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