

# 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  
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