

Vitamins in Peru

October 2023

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Vitamins in Peru - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Vitamins return to more normal sales patterns following the atypical pandemic period
Fragmented category with a large number of brands
Multivitamins attract price-sensitive consumers due to their value for money

PROSPECTS AND OPPORTUNITIES

Vitamin B grows in relevance when it comes to meeting the needs of women
Innovation in formats, such as gummies, helps brands to stand out on the shelves
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