



# Vitamins in Hong Kong, China

February 2024

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## Vitamins in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Growing emphasis on preventative health measures drives significant increase in vitamins sales  
Vitamin tonics gain momentum as natural alternatives  
Japanese drugstore Matsumoto Kiyoshi enters Hong Kong

#### PROSPECTS AND OPPORTUNITIES

Vitamins and tonics set for continued growth amid rising health awareness and increasing competition  
E-commerce sales will rise further as retailers adapt to evolving consumer preferences  
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