

Vitamins in Brazil

March 2024

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Vitamins in Brazil - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales stabilise at a far higher level than pre-pandemic, with multivitamins driving growth
Online brands redefine wellness choices with personalised vitamins
Digital native brands move into pharmacies, while private label continues to grow

PROSPECTS AND OPPORTUNITIES

The long-term effects of the pandemic and demand from specific audiences set to sustain solid growth in the forecast period
The demand for functional wellness products will increase the competition across industries
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