

## **Vitamins in South Africa**

Market Direction | 2023-10-20 | 22 pages | Euromonitor

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### **Report description:**

During the review period, more consumers have prioritised their skin care. Despite the economic difficulties, consumers are still purchasing skin care products as there are various skin care ranges both locally and internationally that have a wide range of price points to suit consumer needs. More consumers are changing their skin care products and actively trying to purchase products that contain vitamins, with products that contain vitamin C being particularly popular. Vitamin C is known for b...

Euromonitor International's Vitamins in South Africa report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Multivitamins, Single Vitamins.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

- \* Get a detailed picture of the Vitamins market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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The rising cost of living makes vitamins less of a priority for some due to declining disposable incomes

Private label products provide consumers with more units at lower prices

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