

Vitamins in South Africa

Market Direction | 2024-10-10 | 22 pages | Euromonitor

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Report description:

Demand for vitamins in South Africa, both multivitamins and single vitamins, remains considerably higher than pre-pandemic levels in 2024, as consumers remain vigilant and want to support their immune systems to prevent or avoid the worse symptoms of viruses and common illnesses. This is encouraging further demand for vitamin C, which is the most popular single vitamin in South Africa. However, retail volume growth is now much slower compared to the highs of 2020 and 2021, as many consumers in S...

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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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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VITAMINS IN SOUTH AFRICA

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