

# Vitamins in Belgium

September 2023

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# Vitamins in Belgium - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Sales of vitamins normalise after the dynamism seen during the pandemic Vitamin B the one positive while multivitamins become too expensive Most players bear the brunt of the slowdown in demand with Meda Pharma one of the few exceptions

#### PROSPECTS AND OPPORTUNITIES

Mixed outlook for vitamins as life returns to relative normality Uncertain outlook for multivitamins Research results could have positive and negative implications for vitamins

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