

# Vitamins in France

September 2023

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# Vitamins in France - Category analysis

# **KEY DATA FINDINGS**

### 2023 DEVELOPMENTS

Vitamin D and multivitamins lead growth in 2023 Upsurge in vitamin consumption due to increasing stress levels among French population Women's health and beauty concerns promote vitamin C's growth

#### PROSPECTS AND OPPORTUNITIES

As vegan/vegetarian population increases, the necessity for vitamins grows Positive growth for vitamins to be supported by pharmacists promoting their benefits Personalisation trend could also boost sales of vitamins

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