

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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DISCLAIMER

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