

# Vitamins in Egypt

September 2023

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# Vitamins in Egypt - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Strong demand as consumers become increasingly aware of the benefits of vitamins

Eva Limitless joins the landscape, competition against imported goods with high price tags

Pharmacist recommendations and government action boost sales

# PROSPECTS AND OPPORTUNITIES

The rising interest in health and wellness is set to boost growth on the landscape Vitamin C to remain a key product following the outbreak of COVID-19 Affluent consumers spearhead growth due to the frequency and value of purchase

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