

Vitamins in Estonia

September 2023

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Vitamins in Estonia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Decline across the board following strong growth during the pandemic Private label growth thanks to improving quality and attractive pricing Repforce OÜ retains its clear lead in 2023

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Stable performance, with rising demand for vitamins B and D Single vitamins to outperform multivitamins Price-based promotions as competition rises over the forecast period

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DISCLAIMER

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