

# Vitamins in Guatemala

September 2023

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Sales of vitamins continue to fall as fears about COVID-19 subside and consumers largely abandon preventive care mode

Vitamin D sees demand stabilise, while vitamin C sales fall as consumers turn to other sources

Local players increase competition in the category

### PROSPECTS AND OPPORTUNITIES

Direct sellers to remain strong in vitamins

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Vitamin B remains resilient thanks to its multi-purpose character and capacity to treat different symptoms and conditions

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