

Vitamins in Saudi Arabia

September 2023

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Vitamins in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth continues, and more consumers opt for targeted multivitamins Global e-commerce continues to compete with local pharmacies Cigalah Group continues to lead vitamins, but GSK remains a close second

PROSPECTS AND OPPORTUNITIES

Solid growth due to focus on immunity, and switches in product formats Despite challenge from e-commerce, pharmacies set to remain the leading channel Further potential to localise the production of vitamins

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DISCLAIMER

DEFINITIONS

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