

Vitamins in Austria

October 2023

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Vitamins in Austria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

The end of the pandemic spells bad news for sales of vitamins Consumers turn their back on immune boosting vitamins as their priorities change Little change in the competitive landscape as leading players continue to invest in updating and improving their portfolios

PROSPECTS AND OPPORTUNITIES

Opposing trends expected to lead to sales stagnating over the forecast period Multivitamins represent value and convenience while vitamin E set to benefit from focus on beauty and self-image Subscription sales offer big potential for vitamins

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DISCLAIMER

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