Euromonitor International

Vitamins in Azerbaijan

October 2026

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KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Now Foods captures demand for high-bioavailability vitamin C
Vitera D3 drives shift from symptom relief to prevention
Church & Dwight boosts children’s adherence with affordable gummies
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Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Consumers to shift to daily multivitamins for immunity and energy
Physician-led vitamin D demand to outpace niche single vitamins
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Vefa maintains lead despite intensifying competition
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Pharmacies reinforces consumer trust in vitamins
IHerb attracts health-focused shoppers with variety and value

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COUNTRY REPORTS DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/vitamins-in-azerbaijan/report.