Euromonitor International

Vitamins in Hungary

October 2025

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Vitamins in Hungary - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Immunity focus and preventive health trends support vitamin sales in 2025
Béres Gyógyszergyár maintains its lead in vitamins, but faces growing competition
Retail e-commerce gains momentum in vitamins as health and personal care stores retain the lead

PROSPECTS AND OPPORTUNITIES

Steady value growth is expected to be driven by education, innovation and rising prices
AI integration is expected to shape personalised vitamin consumption and support steady demand
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