

Vitamins in South Africa

October 2023

Table of Contents

Vitamins in South Africa - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand grows for vitamins in South Africa as consumers prioritise skin care

The rising cost of living makes vitamins less of a priority for some due to declining disposable incomes

Private label products provide consumers with more units at lower prices

PROSPECTS AND OPPORTUNITIES

Vitamins return to being popular only among a niche audience after peaking during the pandemic

Consumers seek interesting formats in vitamins

Consumers sacrifice vitamins for themselves in favour of vitamins suitable for their pets

CATEGORY DATA

- Table 1 Sales of Vitamins by Category: Value 2018-2023
- Table 2 Sales of Vitamins by Category: % Value Growth 2018-2023
- Table 3 Sales of Multivitamins by Positioning: % Value 2018-2023
- Table 4 NBO Company Shares of Vitamins: % Value 2019-2023
- Table 5 LBN Brand Shares of Vitamins: % Value 2020-2023
- Table 6 Forecast Sales of Vitamins by Category: Value 2023-2028
- Table 7 Forecast Sales of Vitamins by Category: % Value Growth 2023-2028

Consumer Health in South Africa - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 9 - Life Expectancy at Birth 2018-2023

MARKET DATA

- Table 10 Sales of Consumer Health by Category: Value 2018-2023
- Table 11 Sales of Consumer Health by Category: % Value Growth 2018-2023
- Table 12 NBO Company Shares of Consumer Health: % Value 2019-2023
- Table 13 LBN Brand Shares of Consumer Health: % Value 2020-2023
- Table 14 Distribution of Consumer Health by Format: % Value 2018-2023
- Table 15 Distribution of Consumer Health by Format and Category: % Value 2023
- Table 16 Forecast Sales of Consumer Health by Category: Value 2023-2028
- Table 17 Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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