



Euromonitor
International

Vitamins in Egypt

September 2025

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Vitamins in Egypt - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rapid growth in vitamins category supported by social media
Local players monopolise a highly fragmented competitive landscape
Pharmacists remain key players in the promotion of vitamins brands

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Bright outlook as more consumers turn to vitamins
Local brands will continue to boom in vitamins landscape
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