

Vitamins in Kazakhstan

September 2023

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Vitamins in Kazakhstan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Vitamins sees stabilisation following huge spike during the pandemic Some consumers transition from multivitamins to single vitamins Vitamin D retains popularity

PROSPECTS AND OPPORTUNITIES

Heightened health awareness to push the demand for vitamins iHerb to emerge although grey imports may limit expansion The level of trust in local brands remains low

CATEGORY DATA

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DISCLAIMER

DEFINITIONS

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