

Vitamins in Lithuania

October 2023

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Vitamins in Lithuania - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

As the health and wellness trend rises, new habits drive sales in 2023 Cold and grey seasons support sales of vitamin D throughout the country Orkla Health takes the lead, but private label remains strong

PROSPECTS AND OPPORTUNITIES

Moderate performance, with innovation is needed in multivitamins

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Sales of multivitamins to grow faster as products for specific audiences launch

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