

Vitamins in Peru

October 2023

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Vitamins in Peru - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Vitamins return to more normal sales patterns following the atypical pandemic period Fragmented category with a large number of brands Multivitamins attract price-sensitive consumers due to their value for money

PROSPECTS AND OPPORTUNITIES

Vitamin B grows in relevance when it comes to meeting the needs of women Innovation in formats, such as gummies, helps brands to stand out on the shelves Dietary supplements will continue to pose competition to vitamins

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