

# Vitamins in Indonesia

September 2023

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# Vitamins in Indonesia - Category analysis

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#### 2023 DEVELOPMENTS

Vitamins C and D see lingering positive impact from the pandemic

New product launches target the younger population

Despite little impact remaining from the pandemic, e-commerce continues to grow

## PROSPECTS AND OPPORTUNITIES

Return to growth, with multivitamins performing well due to value for money

Players highlight that their products can help prevent stunting

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#### **DEFINITIONS**

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