



Euromonitor
International

Vitamins in New Zealand

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising health awareness drives value growth despite subdued consumer confidence

A mix of multinational, regional and local companies characterises the competitive landscape in 2025

Pharmacies and retail e-commerce continue to outperform supermarkets and direct selling

PROSPECTS AND OPPORTUNITIES

Innovation, personalisation and format diversification to drive steady growth throughout forecast period

Reports of B6 toxicity concerns among Australian regulators prompt growing awareness over safety and supplement labelling in New Zealand

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