

# Vitamins in Ireland

September 2023

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# Vitamins in Ireland - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Vitamins consumption falls slightly as prices remain high Multivitamins and Vitamin D are a high priority for Irish consumers Retailers are keen to develop private label but face challenges

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Vitamins to witness moderate growth in forthcoming period Vitamins B and D to enjoy faster growth Limited education will push consumers towards multivitamins

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