



Euromonitor
International

Vitamins in Mexico

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

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Multivitamins continues to capture sales as brands focus on affordability

TikTok Shop accelerates native brand ascendancy

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Chart 2 Value Sales by Category 2026

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Women's vitamins to surge, supported by awareness campaigns

Social commerce platforms to shorten the path to vitamin purchase

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