

# Vitamins in Singapore

October 2023

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## Vitamins in Singapore - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Vitamins continues to record a stable performance in 2023, with multivitamins inching out growth in single vitamins Single vitamins continue to compete on price points and provenance Transparency and proven product efficacy will become stronger themes in vitamins

#### PROSPECTS AND OPPORTUNITIES

Vitamins will continue to experience stable growth, given demographic needs Multifunctional product trend means players will need to adapt in single vitamins Sales of vitamin C expected to slow despite continued concern for immune health

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