



Euromonitor
International

Vitamins in Ethiopia

October 2026

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KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Jiji and social media channels drive online vitamin sales

Multivitamins lead sales as trust and authenticity drive category growth.

Rising prices and trust concerns reshape consumer choices

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Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Preventive health awareness and demographic growth support a positive outlook

Pharmacies and convenience stores expand access to imported brands

Multivitamin innovation secures lead as prices rise for all formats

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E-commerce platforms are growing with expanded offerings

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COUNTRY REPORTS DISCLAIMER

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