



Euromonitor
International

Vitamins in Kuwait

October 2026

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KEY DATA INSIGHTS

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Centrum shifts daily routines towards prevention and wellbeing

Multivitamins expand reach as beauty and immunity converge

Priorin attracts new consumers by blending health and beauty benefits

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Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Pharmacist-endorsed brands anticipated to drive immunity and beauty demand

Multivitamin convenience set to sustain lead as single vitamins accelerate

Personalised wellness and lifestyle targeting expected to redefine consumer choices

Chart 1 Forecast Value Sales 2021-2031

Chart 2 Forecast Value Sales by Category 2026-2031

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Centrum sustains leadership as brand loyalty and access prevail

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Pharmacies retain lead as shoppers value expert advice

Online platforms gain traction as price and range attract buyers

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Chart 2 Inflation 2021-2031

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Chart 1 Population 2021-2031

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COUNTRY REPORTS DISCLAIMER

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