Euromonitor International

Vitamins in Tanzania

November 2026

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KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Local and herbal alternatives gain ground as imported products become more expensive
Multivitamins retain leadership as targeted supplementation expands
E-commerce widens access as tighter regulation raises online standards
Chart 1 Value Sales 2021-2031
Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Preventive wellness expected to broaden mainstream vitamin demand
Cultivated medicinal plants expected to strengthen natural wellness supply
E-commerce poised to expand as trust and fulfilment shape repeat purchasing
Chart 1 Forecast Value Sales 2021-2031
Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

International brands maintain strong positions as local alternatives expand
Targeted wellness and digital engagement broaden Dhow Nature Foods' appeal

CHANNELS

Specialist retailers differentiate through expertise and product assurance
Digital marketplaces widen choice as authenticity remains critical

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031
Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031
Chart 2 Population by Generation 2026
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COUNTRY REPORTS DISCLAIMER

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