

Vitamins in Belarus

October 2021

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Vitamins in Belarus - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Multivitamins maintains popularity for its immune-boosting benefits

Stockpiling spike could see muted sales for remainder of year, before vitamins bounces back

GSK Consumer Healthcare maintains lead, despite losing shares to previous top player Recordati SpA

PROSPECTS AND OPPORTUNITIES

Strong competition expected in multivitamins, with some smaller brands set to go under if they cannot continue to meet high demand

New product developments expected in vitamin D, as the supplement is an ideal addition for the time of COVID-19

Affordability continues to be a major driver as consumers seek value for money

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DISCLAIMER

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