

Vitamins in Turkey

September 2022

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Vitamins in Turkey - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Health and wellness trends enhanced by COVID-19 support sales of vitamins
Players continue to diversify their portfolios due to ongoing popularity of the category
New brands support growth in 2021/2022

PROSPECTS AND OPPORTUNITIES

Positive future growth is expected, driven by both busy lifestyles and health and wellness trends
Different formats will help to support growth
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