

# Vitamins in Uzbekistan

October 2022

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## Vitamins in Uzbekistan - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Return to normal purchasing behaviour, following a spike in sales in 2020

Multivitamins remains the largest category in terms of sales, while immune-boosting properties of vitamins C and D are valued by consumers

Multinationals hold sway over smaller domestic players in increasingly fragmented landscape

#### PROSPECTS AND OPPORTUNITIES

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