

Vitamins in Egypt

October 2024

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Vitamins in Egypt - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales in vitamins benefit from overall health trends EVA Pharma tipped as a name to watch Pharmacists remain key players in the promotion of vitamins brands

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Ongoing growth in vitamins expected in line with overall health trends Price sensitivity will continue, thus affordability remains important Combination products offer multiple benefits and potential cost savings

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DISCLAIMER

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