

Vitamins in Georgia

September 2024

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Vitamins in Georgia - Category analysis

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2024 DEVELOPMENTS

Growth supported by rising consumer awareness Players invest in promotion, while multivitamins accounts for greatest value share Dietary supplements presents rising threat to vitamins, and Takeda continues to lead

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Stable demand forecast for vitamins

Players will continue to invest in promotional strategies, with multivitamins remaining biggest value drivers Competition set to intensify with women remaining target for multivitamins

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