

# Vitamins in Ukraine

October 2024

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# Vitamins in Ukraine - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Economic pressures limit the growth of vitamins but positive signs seen in 2024 Single vitamins benefiting from increasing awareness of the benefits of different products Domestic players make gains as consumers look for value

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Bright outlook for vitamins Increasing focus on health and wellness set to fuel growth Targeted offerings could present new growth opportunities

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