



# Vitamins in South Africa

October 2023

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## Vitamins in South Africa - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Demand grows for vitamins in South Africa as consumers prioritise skin care  
The rising cost of living makes vitamins less of a priority for some due to declining disposable incomes  
Private label products provide consumers with more units at lower prices

#### PROSPECTS AND OPPORTUNITIES

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### DISCLAIMER

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