



Vitamins in Italy

September 2024

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2024 DEVELOPMENTS

Single vitamins sees vitamin B grow as hectic lifestyles counteract vitamin C's post-pandemic decline

Consumers' lifestyle approach and preference for personalised supplements hinders development of multivitamins

Price and convenience drive e-commerce growth in vitamins, but pharmacies remain go-to places for personalised advice

PROSPECTS AND OPPORTUNITIES

Vitamin B supplements could emerge as preventive measure for cognitive decline in Italy's ageing population

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