



Vitamins in Kenya

January 2024

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Vitamins in Kenya - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Multivitamins are the star performer in this growing category
Middle and high-income consumer groups drive sales of vitamins
DIY options are the preferred option to boost vitamin intake

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High costs of living will dampen sales and brand choice
Medical professionals are a key influencer in driving awareness and product usage
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