

# Vitamins in the Philippines

September 2024

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#### 2024 DEVELOPMENTS

Demand for vitamins continues to expand, as consumers prioritise their health Growing focus on appearance amplifies demand for beauty-related vitamins E-Commerce is key driver of growth

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The habit of taking vitamins is well-established among Filipino consumers Gummy vitamins are set to grow in popularity, due to their appealing taste Leading vitamin brands will benefit from increased visibility via e-commerce

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