

Vitamins in New Zealand

September 2024

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Vitamins in New Zealand - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Price rises drive value growth, while volume growth is weak amidst ongoing cost-of-living crisis Multivitamins shifts from a generalised to a personalised approach, concentrating on specific health concerns Vitamins embrace an enjoyable consumption experience

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Anticipated recovery in demand as the cost-of-living crisis abates Opportunity for hyperpersonalised solutions in vitamins Vitamins is poised to encounter growing competition from functional wellness products

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DISCLAIMER

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