



# Vitamins in India

November 2023

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## Vitamins in India - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Vitamins continues to record a stable performance  
Availability of new formats for vitamins creates interest  
Convenience and cost-effectiveness drive the popularity of multivitamins

#### PROSPECTS AND OPPORTUNITIES

The changing economic landscape, coupled with growing preventive care, to support forecast growth  
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Functional foods and beverages might interfere with the growth of vitamins

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### DISCLAIMER

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