

Vitamins in Azerbaijan

October 2023

Table of Contents

Vitamins in Azerbaijan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Vitamin sales remain resilient despite slight slowdown

Turkish players gain ground

Paediatric vitamins enjoys increased investment in innovation

PROSPECTS AND OPPORTUNITIES

The decline of the singular, the rise of the multi

As competition heats up, premium sales cool down

Vitamin C faces downward trajectory thanks to rise of multivitamins and greater dietary awareness

CATEGORY DATA

- Table 1 Sales of Vitamins by Category: Value 2018-2023
- Table 2 Sales of Vitamins by Category: % Value Growth 2018-2023
- Table 3 Sales of Multivitamins by Positioning: % Value 2018-2023
- Table 4 NBO Company Shares of Vitamins: % Value 2019-2023
- Table 5 LBN Brand Shares of Vitamins: % Value 2020-2023
- Table 6 Forecast Sales of Vitamins by Category: Value 2023-2028
- Table 7 Forecast Sales of Vitamins by Category: % Value Growth 2023-2028

Consumer Health in Azerbaijan - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 9 - Life Expectancy at Birth 2018-2023

MARKET DATA

- Table 10 Sales of Consumer Health by Category: Value 2018-2023
- Table 11 Sales of Consumer Health by Category: % Value Growth 2018-2023
- Table 12 NBO Company Shares of Consumer Health: % Value 2019-2023
- Table 13 LBN Brand Shares of Consumer Health: % Value 2020-2023
- Table 14 Distribution of Consumer Health by Format: % Value 2018-2023
- Table 15 Distribution of Consumer Health by Format and Category: % Value 2023
- Table 16 Forecast Sales of Consumer Health by Category: Value 2023-2028
- Table 17 Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

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