

Vitamins in Austria

October 2023

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Vitamins in Austria - Category analysis

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2023 DEVELOPMENTS

The end of the pandemic spells bad news for sales of vitamins

Consumers turn their back on immune boosting vitamins as their priorities change

Little change in the competitive landscape as leading players continue to invest in updating and improving their portfolios

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Multivitamins represent value and convenience while vitamin E set to benefit from focus on beauty and self-image

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