



Euromonitor  
International

# Vitamins in Costa Rica

October 2024

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### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Preventive health trend continues to boost vitamins consumption  
Multivitamins still the largest category despite slowdown in demand  
Interest in paediatric vitamins remains strong

#### PROSPECTS AND OPPORTUNITIES

Price competition likely to intensify as producers seek to win over more consumers  
GNC expected to further consolidate its leading position  
Direct sellers set to remain an important distribution channel

#### CATEGORY DATA

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/vitamins-in-costa-rica/report](https://www.euromonitor.com/vitamins-in-costa-rica/report).