



Euromonitor
International

Vitamins in Dominican Republic

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Vitamin consumption in the Dominican Republic is a habit that continues to be intensified by the search for more specific attributes

Bayer AG maintains its lead in vitamins, with an increasing brand segmentation strategy

The tendency of Dominican consumers to independently research specific vitamin attributes favours the expansion of the e-commerce channel

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A favourable economic context for greater penetration of vitamins

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