



Euromonitor
International

Vitamins in Uruguay

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales continue to grow, albeit at slower pace, due to supply constraints
Bayer SA Uruguay reinforces its presence while Abbott Laboratorios loses ground
Pharmacies lose ground against rise of direct sellers, supermarkets and e-commerce

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Direct sellers poised to gain momentum through affordability and personalised service
E-commerce will offer consumers greater choice, more detailed information and convenience

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DISCLAIMER

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