

Vitamins in Slovenia

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales of vitamins supported by health and wellbeing trends
Vitamins is a highly fragmented category, with strong competition between brands
Pharmacies continue to benefit from strong consumer trust

PROSPECTS AND OPPORTUNITIES

Healthy sales will continue, supported by ongoing innovations and the popularity of multivitamins for convenience and single vitamins for specific needs
Personalised options and technology advances will drive innovations
“Clean label” and whole-food or plant-based options will grow in demand

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