



SOUTH AFRICAN VITAMINS MARKET INSIGHTS REPORT

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COMPANY OVERVIEW



Insight Survey is a boutique South African market research agency with over 15 years of experience, specialising in Business-to-Business (B2B) and Industry research to ensure smarter, more-profitable business decisions are made with reduced investment risk.

We offer **B2B market research solutions** to help you to successfully improve or expand your business, enter new markets, launch new products or better understand your internal and external environment.

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Our bespoke Industry and Market Intelligence can help give the edge in a global marketplace, empowering your business to overcome industry challenges quickly and effectively, and enabling you to realise your potential and achieve your vision. From strategic overviews of your business's competitive environment through to specific competitor profiles, our customised Intelligence is designed to meet your unique needs.



QUESTIONS WE HELP ANSWER

- What is the current and future market size?
- What are the latest global and local trends impacting on the market?
- Who are your key competitors and what is their offering in terms of products, services, pricing and branding?



OUR RESEARCH SOLUTIONS



Competitor pricing research



Store visits and store checks



Competitor interviews



Customer interviews



Company website analysis



Governmental held records

HEALTHCARE INDUSTRY REPORT CLIENTS

We are a proudly South African company that have provided market research solutions and Intelligence reports to local and global brands. We have worked with some of the greatest companies and brands in their industries.



REPORT OVERVIEW

The **South African Vitamins Industry Landscape Report (56 pages)** provides a dynamic synthesis of industry research, examining the local and global **Vitamins industry** from a uniquely holistic perspective, with detailed insights into the entire value chain – market size, industry trends, innovation and technology, industry drivers and challenges.

SOME KEY QUESTIONS THE REPORT WILL HELP YOU TO ANSWER:

For the Global Vitamins Industry Section:

- What are the current market dynamics of the Global Vitamins industry?
- What are the key markets within the Global Vitamins industry?
- What are the latest Global Vitamins industry trends, innovation and technology, drivers, and challenges?

For the South African Vitamins Industry Section:

- What are the current market dynamics (market size, market value, market volumes, imports and exports trade): 2019-2024 Actual, 2025-2029 Forecasts, and distribution channels?
- What are the latest South African Vitamins industry trends, innovation and technology, drivers, and challenges?

SCREENSHOTS FROM REPORT

56-page report filled with detailed charts, graphs, and insights



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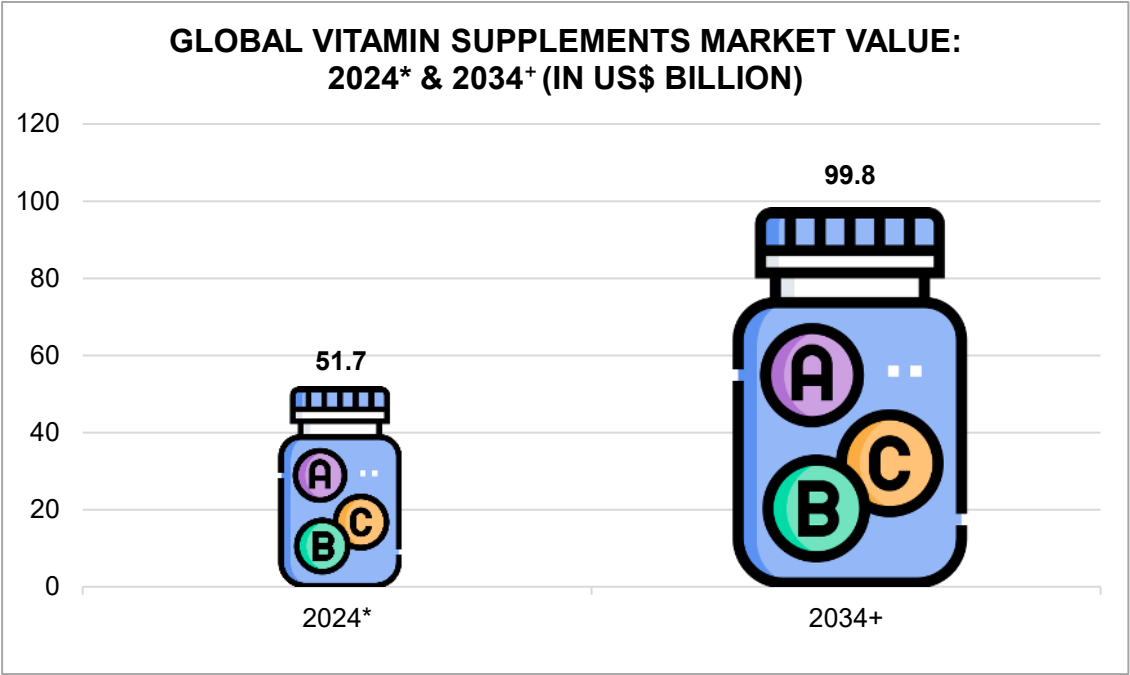


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The global Vitamin Supplements market is estimated to have reached a total value of approximately US\$51.7 billion in 2024*. Moreover, the market is predicted to grow at a compound annual growth rate (CAGR) of 6.8% to reach approximately US\$99.8 billion in 2034, as illustrated in the adjacent graph.

- As the global population continues to age, there is an increasing emphasis on maintaining health and vitality in later years. This focus has driven older adults to turn to Vitamin Supplements to support bone health, cognitive function, and overall wellness, thereby contributing to the growing demand in the Vitamin Supplements market.
- In addition to this demographic trend, a broader shift toward proactive health management is playing a significant role in market growth. Consumers are increasingly seeking preventive measures to enhance their well-being and reduce the risk of chronic diseases. This heightened awareness has fuelled the demand for Vitamins, as individuals look to bridge nutritional gaps in their diets and support their overall health.
- However, the market is facing several challenges, including supply chain disruptions, production halts, and escalating costs. A recent fire at a major Vitamin producer's plant in Germany severely disrupted the production of Vitamins A, E, and Carotenoids. This has led to significant price surges, with severe shortages expected through early 2025.
- Moreover, Vitamins C, B1, B2, and B3 are also seeing upward price pressure due to limited production and transport challenges.

- In terms of segmentation, the market can be segmented by type and form. Regarding type, the market is segmented into Vitamin A, Vitamin B, Vitamin C, Vitamin D, Vitamin E, Vitamin K, and Multivitamins. In 2023, the Multivitamin segment held the largest market share of 43%, due to its ability to fulfil the daily nutritional requirements of consumers.
- In terms of form, the market is segmented into Tablets, Capsules, Powder, Gummies, and Others. In 2023, the Tablets segment held a market share of over 42.5%, due to its convenience and ease of use.



* Estimate
+ Forecast

Female Focused Vitamin Products Trend in the Local Market

- Within the South African Vitamins market, Vitamins targeted at women have surged in popularity, driven by increasing awareness of women's unique health and nutritional needs. This shift has prompted local players to introduce new products to meet the growing demand, solidifying a trend of female focused Vitamins in the local market.
- More specifically, the rising demand for female focused Vitamins can be attributed to the growing awareness of women's distinct nutritional requirements, which evolve throughout various life stages such as pregnancy, menopause, and beyond.
- A notable example of the trend in female-focused products is Vitatech, a South African Vitamin, mineral, and health supplement brand, which announced the launch of its women's pack. This pack contains collagen peptides, probiotics as well a multi-vitamin women's product, which contains Vitamin B1, Vitamin B2, Vitamin C and Vitamin B7, amongst others.
- Moreover, Gloom, a South African leading female-focused health, wellness, and beauty brand, announced that in 2025, it is set to launch a dedicated Gloom Girl Community App, which will provide exclusive content, expert health advice, and supportive space for women to connect and share their wellness journeys. This digital platform aligns with the broader market shift towards female-focused health solutions and offers a space where female consumers can explore and integrate Gloom's range of formulated products, which include vitamins, to support women's overall health.

- In addition, in July 2024, Vital Health Foods announced the launch of its Vital Gold Women multivitamin product. This product is specifically tailored to women's health requirements and includes a comprehensive blend of nutrients such as Vitamin D and B-complex for mood regulation.
- Similarly, in June 2024, Chela-Preg introduced its trimester-specific evening capsules, designed to cater to the distinct nutritional needs of expecting mothers throughout each stage of pregnancy. This product contains Vitamin A, C, D, E and omega 3, amongst other ingredients.
- Therefore, the growing popularity of female-focused Vitamin products in the local market highlights a trend, driven by increasing awareness of women's unique health and nutritional needs across various life stages, with local brands and manufacturers have recognising this demand and responding with innovative, tailored solutions.



Swanson Launches its Products in South Africa

- In April 2024, Swanson, a globally recognised leader in the vitamins, supplements, and natural health products sector, launched its products in the South African market, including Vitamin C and Vitamin K2.
- The product range encompasses a wide spectrum of health needs, including Vitamins, minerals, herbal supplements, and wellness formulations. Each product undergoes stringent testing and quality control procedures to ensure purity, potency, and efficacy, adhering to the highest industry standards.
- The Swanson range also supports immune function and promotes joint health, contributing to overall well-being. Additionally, these products are sold in stores such as Wellness Warehouse, and Nuleaf Health Shop, Takealot, amongst others.



Nutriburst Launches its Vegan Vitamin Gummies in South Africa

- In April 2024, Nutriburst, a leading international brand of sugar-free, vegan vitamin gummies suitable for both adults and children, debuted in the South African market. This range of delectable and nutritious products addresses key health concerns by utilising high-quality, plant-based ingredients and employing innovative technologies to enhance absorption and bioavailability.
- In particular, the Adult Daily Range includes essential supplements such as TotalCare Plus Multivitamin for overall well-being, Ultra-D1000 for bone health support, Optimum-C for immune system enhancement, and TrueRadiance Collagen Support for promoting healthy hair, skin, and nails.
- The engaging Trolls-themed range for children features SuperKidz Multivitamin for essential daily nutrients, Mighty Bones for supporting bone development, and DefenceDynamo Immunity for bolstering immune function.



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