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**SOUTH AFRICAN
VITAMINS & SUPPLEMENTS
INDUSTRY INSIGHTS BROCHURE**

Published: AUGUST 2026

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Survey Insights

Gain strategic insights through:

- Interviews/surveys with B2B stakeholders and decision-makers
- Consumer surveys

Helping you understand:

- Market perceptions
- Purchase behaviour
- Brand loyalty and
- Factors that will drive your market share and business growth.



Quarterly Industry Intelligence Report

More than just market intelligence, the monitor becomes a **valuable knowledge-sharing tool** helping leadership teams with decision making through providing updated:

- Competitor News & Financial Results
- Product Launches
- Industry Trends
- Global & SA News & Legislation
- Innovation & Technology
- Socio-Political

The result is **clear, decision-support intelligence** that helps your business:

- Anticipate risks,
- Identify opportunities, and
- Stay ahead of market change.



The **South African Vitamins & Supplements Market Sizing and Competitor Analysis Insights Report (134 pages)** provides a dynamic synthesis of industry research, examining the local **Vitamins & Supplements Industry**, in-depth view of the market players and competitors, their latest company news in terms of products, services, marketing initiatives, the latest marketing and advertising news, products offered and social media following.



Key questions the report will help you to answer

SA Market Sizing & Competitor Analysis

- What are the current market dynamics (market size and market value): 2020-2025 Actual, 2026-2030 Forecasts?
- What is the latest company news for key players in terms of products, services, and new launches?
- How does each key player position themselves, and what are the strategic implications?
- For each key manufacturer, what are the brands and products offered?
- For each key retailer, what are the brands and products offered?

COMPANIES IN COMPETITOR ANALYSIS



36

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ASCENDIS HEALTH VITAMIN & SUPPLEMENTS BRANDS/PRODUCTS (CONT.)			INSIGHT SURVIVAL VITAMIN & SUPPLEMENTS BRANDS/PRODUCTS (CONT.)		
IMAGE	PRODUCT	DESCRIPTION	IMAGE	PRODUCT	DESCRIPTION
	NOLAS Kapsle Mega 90	A 90-dose vitamin-containing supplement designed to support the maintenance of good health and overall well-being.		NOLAS Vitamin K2	A 60-dose vitamin-containing supplement designed to support the maintenance of good health and overall well-being.
	NOLAS Vite D3	A 60-dose vitamin-containing supplement designed to support the maintenance of good health and overall well-being.		Vitamin K2 and Vitamin D3	A 60-dose vitamin-containing supplement designed to support the maintenance of good health and overall well-being.
	NOLAS Vitamin A and B12 D3	A 60-dose vitamin-containing supplement designed to support the maintenance of good health and overall well-being.		Vitamin B12	A 60-dose vitamin-containing supplement designed to support the maintenance of good health and overall well-being.
	NOLAS Vitamin K2 Methylglutamate	A 60-dose vitamin-containing supplement designed to support the maintenance of good health and overall well-being.		Vitamin B12 and Vitamin D3	A 60-dose vitamin-containing supplement designed to support the maintenance of good health and overall well-being.
	NOLAS Vitamin D3 1000 IU	A 60-dose vitamin-containing supplement designed to support the maintenance of good health and overall well-being.		Vitamin B12 and Vitamin D3	A 60-dose vitamin-containing supplement designed to support the maintenance of good health and overall well-being.

SAMPLE FROM REPORT

ADCOCK INGRAM COMPANY NEWS



Olympus Corporation Partners with Adcock Ingram in South Africa

In April 2026, Olympus Corporation announced a strategic partnership with Adcock Ingram in South Africa, combining Olympus's global medical technology innovation with Adcock Ingram's local expertise and distribution reach. The collaboration aims to expand access to quality healthcare solutions for patients and healthcare professionals efficiently and sustainably. **(23 April 2026)**



Bioplus Launches New Energy Gummies to Portfolio

In April 2026, Bioplus launched its new Bioplus Energy Gummies, adding a fruity gummy format to its existing energy supplement portfolio. The product is formulated with Guarana, Ginseng, Caffeine and B-Vitamins, and was promoted as a good-tasting, high-energy option designed to help fuel consumers throughout the day. The launch was supported by the campaign line '#ChewThisSlayThat'. **(1 April 2026)**



Bioplus Runs Consumer Survey Competition with R500 Takealot Vouchers

In March 2026, Bioplus launched a consumer feedback survey targeting energy supplement user. The survey was advertised on the Bioplus Instagram page, inviting participants who had used an energy supplement in the past three months to take the survey. As an incentive for the survey, respondents stood a chance to win one of five R500 Takealot vouchers. **(24 March 2026)**



Adcock Ingram Concludes 2026 Graduate Programme with Final Showcase

In February 2026, Adcock Ingram concluded its 12-month Grow Your Own Timber graduate programme with a final presentation showcase. Five teams, which included junior pharmacists, presented workplace solutions. The Chemical Industries Education & Training Authority CEO attended, reinforcing industry and skills development collaboration to strengthen South Africa's talent pipeline. **(24 February 2026)**



Adcock Ingram Installs Solar Panels at North-West Province School

In October 2025, Adcock Ingram installed PV solar panels at Setilo Secondary School in the Mareetsane community, North-West province, to power the school's computer and science labs. The project formed part of the company's ESG commitments, and was delivered in collaboration with the Department of Basic Education, local authorities, the Tribal Council, and community stakeholders. **(27 October 2025)**



Adcock Ingram Delists from JSE After Natco Pharma Stake Acquisition

In October 2025, India-based Natco Pharma acquired a 35.75% stake in Adcock Ingram, valued at approximately R4 billion, at R75 per share. Adcock Ingram, home to brands including Panado, Allergex, and Myprodol, delisted from the JSE on 10 November 2025. Bidvest retained its 64% stake, and shareholders had until 4 November 2025 to participate in the offer. **(24 October 2025)**



Adcock Ingram Volunteers Renovate Blair Atholl Primary School for Mandela Day

In September 2025, Adcock Ingram announced that it had partnered with the SAME Foundation for Mandela Day at Blair Atholl Primary School in Lanseria in July 2025. Volunteers dedicated 67 minutes to painting classrooms and renovating the Grade R play area, with children participating through songs and celebration, reflecting the 'AdcockIngramCares' community investment commitment. **(4 September 2025)**



Adcock Ingram Reports Revenue Growth and Strong Second Half

In August 2025, Adcock Ingram reported full-year revenue of R9.76-billion, having increased by 1%, with basic earnings per share rising 8% to 585c. The company noted that strong second-half OTC and consumer healthcare demand drove recovery after a subdued first half. Additionally, the group declared a full-year dividend of R1.65 per share. **(22 August 2025)**



SAMPLE FROM REPORT

BRUNEL LABORATORIA (PTY) LTD PRODUCT SLIDE

IMAGE	PRODUCT	DESCRIPTION	IMAGE	PRODUCT	DESCRIPTION
	Arthrosan Plus Tablets	A Supplement which helps to relieve joint pain, protects against the deterioration of cartilage, and supports the mobility of joints. This product contains Glucosamine sulphate, Methylsulfonylmethane, and Chondroitin sulphate, amongst other ingredients.		Brunel Basics Immune Booster	A multivitamin and mineral health Supplement formulated to support the maintenance of good health and normal immune system function. The product contains Vitamin C, B6, and E, as well as zinc and selenium.
	Ascorbic Acid	A Vitamin C health Supplement that supports normal immune system function. Each tablet contains 500 mg of ascorbic acid (Vitamin C) and is sugar-free.		Brunel Basics Iron Plus	A health Supplement that contributes to the normal formation and function of red blood cells and haemoglobin while supporting energy metabolism. This product contains iron together with Vitamin B, C , and folic acid, with Vitamin C enhancing iron absorption.
	B.CO (Available in tablets and syrup)	A Vitamin B-complex health Supplement available in both tablet and syrup formulations. The product is formulated to support energy levels and overall well-being and contains Vitamins B1, B2, B3 and B6.		Brunel Basics Omega-3	A 1000mg health Supplement that supports overall health and helps maintain the health of the heart and blood vessels. This product contains Omega-3 fatty acids, among other Vitamins.
	Brunel Basics Co-Enzyme Q10	A 50 mg Co-Enzyme Q10 health Supplement that provides antioxidant support while helping to maintain and support cardiovascular health.		Brunel Basics Slow-Release Magnesium	A magnesium mineral Supplement that supports healthy bones, teeth and normal muscle function. Available in a slow-release tablet formulation, the product also contains calcium and phosphorus to support the maintenance of good health.

SAMPLE FROM REPORT

VITAL HEALTH FOODS OVERVIEW

Established in 1947, Vital Health Foods is one of South Africa's leading manufacturers of Vitamins, health Supplements, and complementary medicines. With more than 75 years of experience, Vital supplies a diverse range of products that support everyday health and wellness.

- Founded as a small family business, Vital has grown into a trusted brand, focused on making complementary medicines, health supplements, and nutritious foods accessible to consumers.
- Guided by the company's core values of excellence, accountability, respect and integrity, Vital develops products through scientific research, supported by an in-house team of scientists, chemists, pharmacists, and dietitians.
- The company maintains rigorous quality assurance processes, sourcing raw materials from approved suppliers and testing both raw materials and finished products in its in-house laboratory.
- Additionally, Vital's complementary medicine and health supplement production is supported by a Good Manufacturing Practice (GMP)-certified facility, which is licensed by the South African Health Products Regulatory Authority (SAHPRA).
- Furthermore, within the Vitamins & Supplements category, Vital Health Foods offers products across its Vital, Vital Beauty, Vital Herbttime, Vital Multitime, and Vital Specialist ranges, addressing a variety of health interests and age- and gender-specific nutritional needs.

VITAL HEALTH FOODS' VITAMINS AND SUPPLEMENTS BRANDS/PRODUCTS:

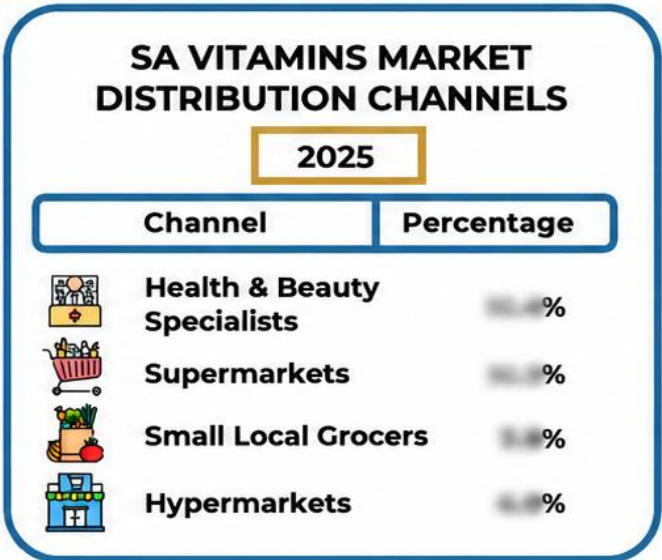
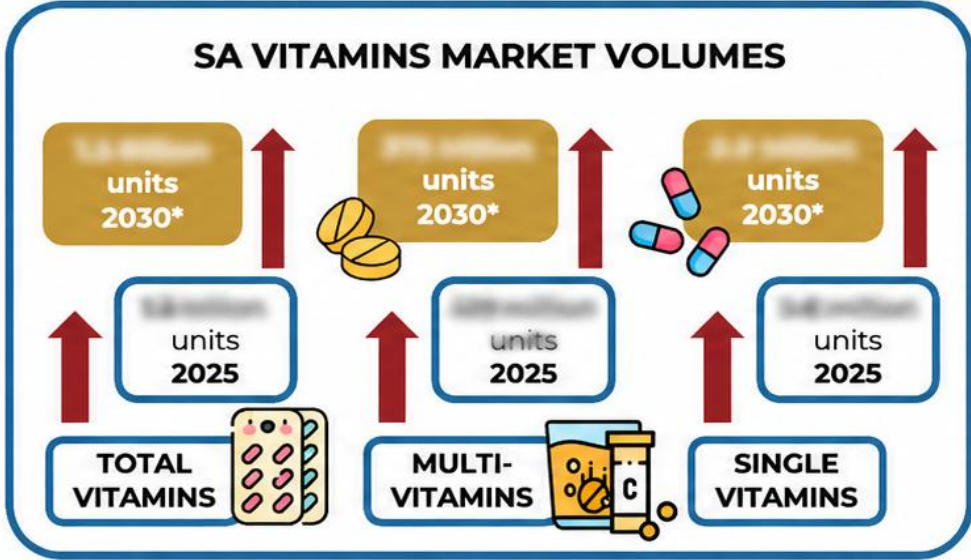
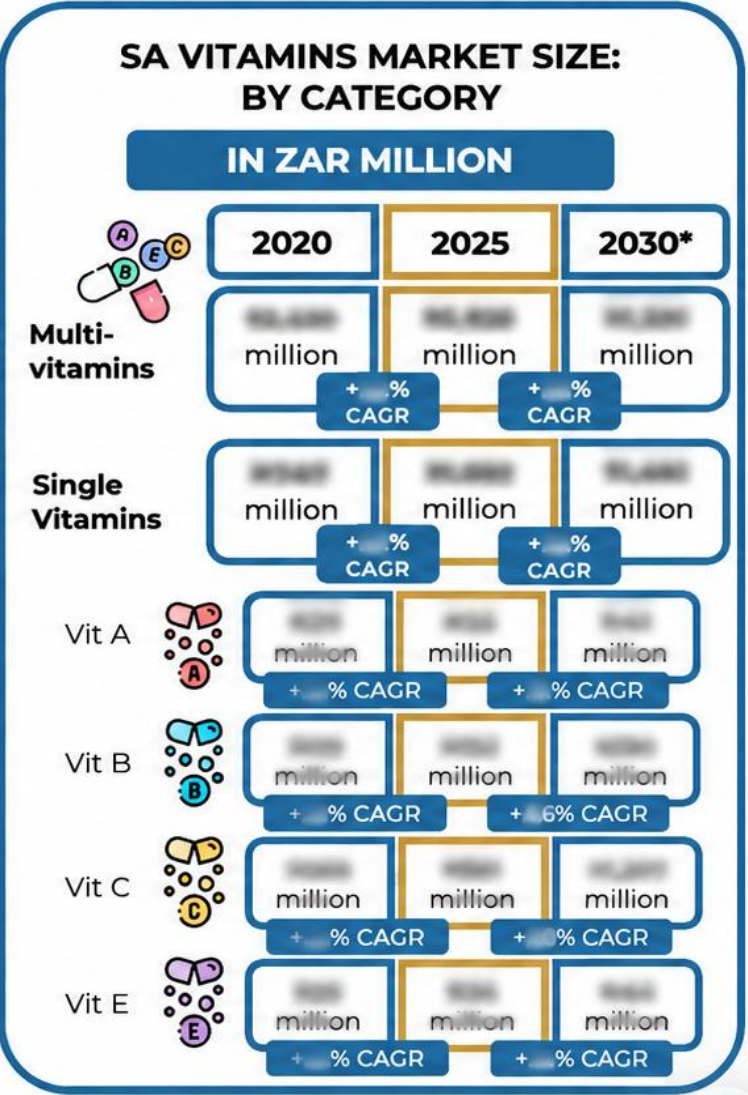
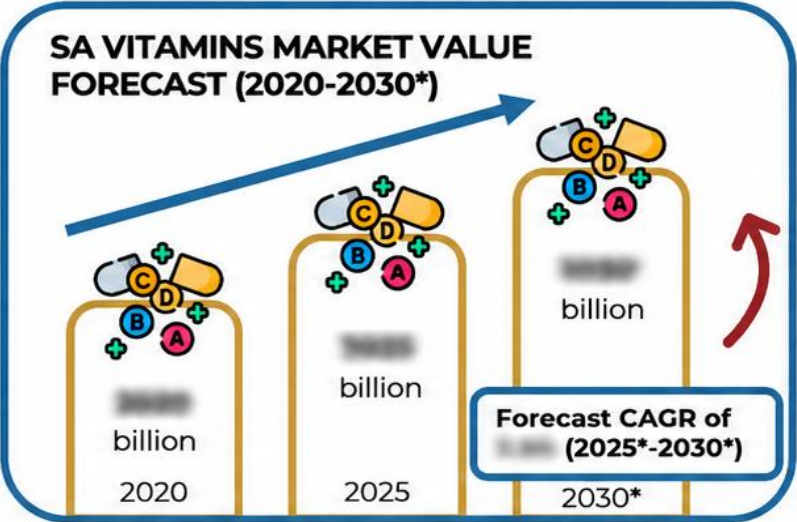
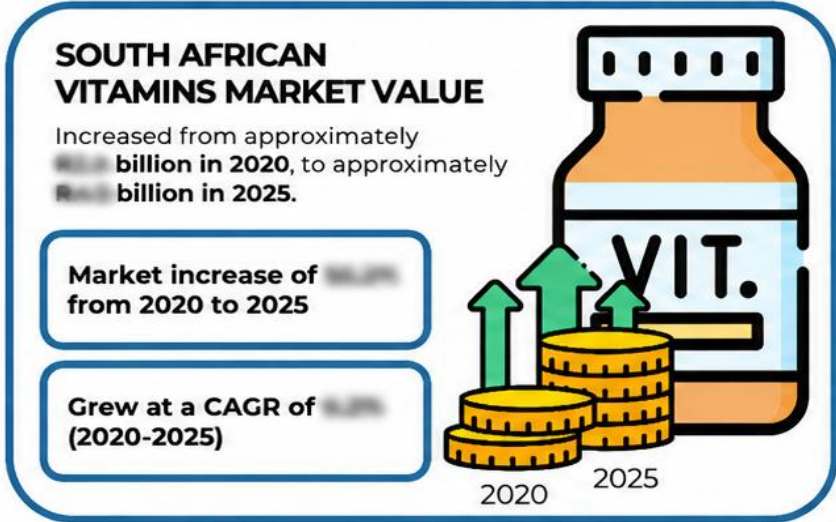
- Vital
- Vital Beauty
- Vital Herbttime
- Vital Multitime
- Vital Specialist



Vital®

SAMPLE FROM REPORT

MARKET SIZE OVERVIEW



SAMPLE FROM REPORT

COMPETITIVE STRATEGY HEATMAP

MANUFACTURERS & DISTRIBUTORS

		Product Breadth	Need Coverage	Immune / Energy	Natural / Herbal	Format Variety	Local / Heritage
	Brand Name 1	●	●	●	●	●	●
	Brand Name 2	●	●	●	●	●	●
	Brand Name 3	●	●	●	●	●	●
	Brand Name 4	●	●	●	●	●	●
	Brand Name 5	●	●	●	●	●	●
	Brand Name 6	●	●	●	●	●	●
	Brand Name 7	●	●	●	●	●	●
	Brand Name 8	●	●	●	●	●	●
	Brand Name 9	●	●	●	●	●	●
	Brand Name 10	●	●	●	●	●	●
	Brand Name 11	●	●	●	●	●	●
	Brand Name 12	●	●	●	●	●	●
	Brand Name 13	●	●	●	●	●	●
	Brand Name 14	●	●	●	●	●	●
	Brand Name 15	●	●	●	●	●	●
	Brand Name 16	●	●	●	●	●	●
	Brand Name 17	●	●	●	●	●	●
	Brand Name 18	●	●	●	●	●	●
	Brand Name 19	●	●	●	●	●	●
	Brand Name 20	●	●	●	●	●	●

● High visibility ● Moderate visibility ● Lower visibility / niche

RETAILERS

	Product Breadth	Private Label	Immune / Vitamin C	Kids / Family	Specialist Needs	Access / Value
	●	●	●	●	●	●
	●	●	●	●	●	●
	●	●	●	●	●	●
	●	●	●	●	●	●
	●	●	●	●	●	●

RETAILER PRIVATE-LABEL PORTFOLIO



Counts reflect private label products identified in the retail analysis.

MARKET SIZING & COMPETITOR ANALYSIS REPORT

EXECUTIVE SUMMARY (6 Pages)

Competitive Strategy Heatmap
Brand Positioning Archetypes
Competitive Positioning Map
Category Leader Dashboard
South African Vitamins Industry
South African Dietary Supplements Industry

SOUTH AFRICAN VITAMINS & SUPPLEMENTS INDUSTRY (25 Pages)

South African Industry Overview
South African Industry Market Size: South African Vitamins Market Definitions
South African Industry Market Size: South African Vitamins Distribution Channel Definitions
South African Industry Market Size: Vitamins Market (2020-2025): VALUE OF SA VITAMINS MARKET: 2020-2025 (IN ZAR MILLION); SA VITAMINS MARKET CAGR AND TOTAL GROWTH (IN PERCENTAGE) (Graph and Table)
South African Industry Market Size: Vitamins Market (2020-2025): VALUE OF SA VITAMINS MARKET: MULTIVITAMINS VS. SINGLE VITAMINS: 2020-2025 (IN ZAR MILLION); SA VITAMINS MARKET CAGR AND TOTAL GROWTH (IN PERCENTAGE) (Graph and Table)
South African Industry Market Size: Single Vitamins Market (2020-2025: By Category): VALUE OF SA SINGLE VITAMINS MARKET BY CATEGORY: 2020-2025 (IN ZAR MILLION) (Table)
South African Industry Market Size: Vitamins Market (Forecast: 2026*-2030*): VALUE OF SA VITAMINS MARKET: 2025 & 2030* (IN ZAR MILLION); SA VITAMINS MARKET VALUE FORECAST BY CATEGORY (IN ZAR MILLION) (Graph and Table)



MARKET SIZING & COMPETITOR ANALYSIS REPORT

SOUTH AFRICAN VITAMINS & SUPPLEMENTS INDUSTRY (CONTINUED) (25 Pages)

South African Industry Market Volumes: Vitamins Market (2020-2030*): RETAIL VOLUME OF SA VITAMINS MARKET BY SEGMENT: 2020-2030* (Table)

South African Industry Market Size: South African Supplements Market Definitions

South African Industry Market Size: South African Supplements Distribution Channel Definitions

South African Industry Market Size: Supplements Market (2020-2025): VALUE OF SA DIETARY SUPPLEMENTS MARKET: 2020-2025 (IN ZAR MILLION); SA SUPPLEMENTS MARKET CAGR AND TOTAL GROWTH (IN PERCENTAGE) (Graph and Table)

South African Industry Market Size: Herbal/Traditional and Non-Herbal/Traditional Dietary Supplements Market (2020-2025: By Sub-Category): VALUE OF SA HERBAL/TRADITIONAL AND NON-HERBAL/TRADITIONAL DIETARY SUPPLEMENTS MARKET BY SUB-CATEGORY: 2020-2025 (IN ZAR MILLION) (Tables)

South African Industry Market Size: Sports Non-Protein Products and Weight Loss Supplements: VALUE OF SA SPORTS NON-PROTEIN PRODUCTS MARKET: 2020-2025 (IN ZAR MILLION); VALUE OF SA WEIGHT LOSS SUPPLEMENTS MARKET: 2020-2025 (IN ZAR MILLION) (Graphs)

South African Industry Market Size: Supplements Market (Forecast: 2026*-2030*): VALUE OF SA DIETARY SUPPLEMENTS MARKET: 2025 & 2030* (IN ZAR MILLION); SA SUPPLEMENTS MARKET VALUE FORECAST BY CATEGORY (IN ZAR MILLION) (Graph and Table)

South African Industry Market Size Forecast: Herbal/Traditional and Non-Herbal/Traditional Dietary Supplements Market (2025-2030*: By Sub-Category): SA HERBAL/TRADITIONAL AND NON-HERBAL/TRADITIONAL DIETARY SUPPLEMENTS MARKET VALUE FORECAST BY SUB-CATEGORY: 2025-2030* (IN ZAR MILLION) (Tables)

South African Industry Market Size: Sports Non-Protein Products & Weight Loss Supplements (Forecast): VALUE OF SA SPORTS NON-PROTEIN PRODUCTS MARKET: 2025 & 2030* (IN ZAR MILLION); VALUE OF SA WEIGHT LOSS SUPPLEMENTS MARKET: 2025 & 2030* (IN ZAR MILLION) (Graphs)



MARKET SIZING & COMPETITOR ANALYSIS REPORT

SOUTH AFRICAN VITAMINS & SUPPLEMENTS INDUSTRY (CONTINUED) (25 Pages)

South African Industry Market Volumes: Supplements Market (2020-2030*): RETAIL VOLUME OF SA SUPPLEMENTS MARKET BY SEGMENT: 2020-2030* (Table)

South African Industry Market Distribution: Vitamins and Dietary Supplements Market: CHANNEL DISTRIBUTION FOR VITAMINS & DIETARY SUPPLEMENTS PRODUCTS: 2025 (IN PERCENTAGE); CHANNEL DISTRIBUTION (2020 & 2025) BY OUTLET TYPE (Graph and Table)

SOUTH AFRICAN VITAMINS & SUPPLEMENTS MANUFACTURER AND DISTRIBUTOR OVERVIEW (67 Pages)

ADCOCK INGRAM: Company News

ADCOCK INGRAM: Vitamins & Supplements Brands/Products

ASCENDIS HEALTH: Company News

ASCENDIS HEALTH: Vitamins & Supplements Brands/Products

BAYER AG: Overview

BAYER AG: Vitamins & Supplements Brands/Products

BRUNEL LABORATORIA (PTY) LTD: Overview

BRUNEL LABORATORIA (PTY) LTD: Vitamins & Supplements Brands/Products

CFAO HEALTHCARE: Overview

CFAO HEALTHCARE: Vitamins & Supplements Brands/Products



MARKET SIZING & COMPETITOR ANALYSIS REPORT

SOUTH AFRICAN VITAMINS & SUPPLEMENTS MANUFACTURER AND DISTRIBUTOR OVERVIEW (CONTINUED) (67 Pages)

CIPLA MEDPRO: Company News

CIPLA MEDPRO: Vitamins & Supplements Brands/Products

HALEON: Company News

HALEON: Vitamins & Supplements Brands/Products

HERBALIFE NUTRITION: Company News

HERBALIFE NUTRITION: Vitamins & Supplements Brands/Products

INOVA PHARMACEUTICALS: Company News

INOVA PHARMACEUTICALS: Vitamins & Supplements Brands/Products

MANNATECH: Company News

MANNATECH: Vitamins & Supplements Brands/Products

NATIVA: Company News

NATIVA: Vitamins & Supplements Brands/Products

PROCTER & GAMBLE: Company News and Vitamins & Supplements Brands/Products

SA NATURAL PRODUCTS: Company News

SA NATURAL PRODUCTS: Vitamins & Supplements Brands/Products

VITAL HEALTH FOODS: Overview

VITAL HEALTH FOODS: Vitamins & Supplements Brands/Products



MARKET SIZING & COMPETITOR ANALYSIS REPORT

SOUTH AFRICAN VITAMINS & SUPPLEMENTS MANUFACTURER AND DISTRIBUTOR OVERVIEW (CONTINUED) (67 Pages)

South African Vitamins & Supplements Manufacturers and Distributors: Other

SOUTH AFRICAN VITAMINS & SUPPLEMENTS RETAILER ANALYSIS (25 Pages)

ALPHA PHARMACIES: Vitamins & Supplements Brands/Products

CLICKS: Vitamins & Supplements Brands/Products

DIS-CHEM: Vitamins & Supplements Brands/Products

MEDIRITE HEALTH: Vitamins & Supplements Brands/Products



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We are a South African, boutique market research agency with 20 years of experience, specialising in **Business-to-Business (B2B) and Industry Research**. We provide bespoke solutions to deliver business growth by ensuring you make **smarter, data-driven decisions with reduced investment risk**.



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We provide **actionable insights** that deliver **business growth through customised surveys and interviews** with B2B stakeholders and decision makers.



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Our **market intelligence services** will ensure that you always stay ahead of **highly competitive South African markets**.

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Our bespoke **Industry and Competitor 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
-  Government-held records

OUR HEALTHCARE CLIENTS



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



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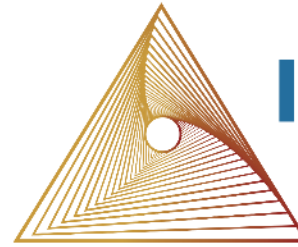
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