

Over-the-counter Vitamins and Supplements - Ireland - October 2019

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This report looks at the following areas:

Sales of vitamins and supplements continue to grow at a slow, albeit steady rate in NI and RoI, with the ageing population helping to sustain growth. Increased consumer awareness of issues such as vitamin D deficiency is expected to see sales hold strong for RoI in 2019-20; however, Brexit uncertainty may stall growth in NI as consumers in the region seek to tighten their belts.



“With Irish consumers showing increasing levels of concern surrounding their health and fitness there are increased opportunities for vitamin and supplement products to grow their market – particularly with an ageing population. Furthermore, there is evidence that consumers would be interested in tailor-made supplement plans.”

– **Brian O’Connor, Senior Consumer Analyst**

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