



Euromonitor  
International

# Vitamins in Dominican Republic

September 2025

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Vitamin consumption in the Dominican Republic is a habit that continues to be intensified by the search for more specific attributes

Bayer AG maintains its lead in vitamins, with an increasing brand segmentation strategy

The tendency of Dominican consumers to independently research specific vitamin attributes favours the expansion of the e-commerce channel

### PROSPECTS AND OPPORTUNITIES

A favourable economic context for greater penetration of vitamins

Innovative vitamin assimilation technologies aim for rapid and effective results

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