



**Euromonitor
International**

Vitamins in Turkey

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Significant current value growth for vitamins reflects persistently high inflation
Bayer AG leads with solid reputation, diverse portfolio and widespread distribution
Pharmacies dominates the distribution landscape once more

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Fast-paced lifestyles will benefit sales of vitamins over the forecast period
Innovative formats and formulations will benefit the category
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