

# Vital Health Foods (Pty) Ltd in Consumer Health (South Africa)

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## Abstracts

Vital Health Foods is expected to continue to invest heavily in research and development in the forecast period, as it seeks to further expand its product range in line with changing consumer demands. Health and wellness food and vitamins and dietary supplements are expected to remain key areas of innovation for the company. The company will also continue to invest in social media marketing and sports sponsorship and is expected to prove successful in capitalising on the health and wellness tren...

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## Contents

Strategic Direction

Key Facts

Summary 1 Vital Health Foods (Pty) Ltd: Key Facts

Competitive Positioning

Summary 2 Vital Health Foods (Pty) Ltd: Competitive Position 2016

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