

VITAFY®

BRAND FACT SHEET



BRAND SNAPSHOT

VITAFY is an online health, nutrition and wellness brand/shop that aims to give consumers easy and safe access to high-quality nutrition and health products. It offers over 5,000 carefully selected products from leading brands and combines this with exclusive private label products.

QUICK FACTS

Founded: 2013

Headquarters: Munich, Germany

Category: Fitness, health, nutrition and wellness; including sports nutrition, supplements, vitamins and healthy food categories

Business Model: D2C online retail with a curated multi-brand assortment and exclusive private label brands

Core Markets: Germany, Austria, Switzerland

BRAND POSITIONING

Positioning Statement: „Better health. Better you.“
VITAFY positions itself as a trusted destination for high-quality nutrition and health products that support a healthier and fitter lifestyle.

Value Pillars

- Comprehensive product variety
- Attractive private label products
- Transparency & customer trust
- Strong value-for-money proposition

BRAND STRENGTHS

- Broad assortment with over 5,000 curated products
- High quality standard and brand trust due to over 10 years of experience
- A customer base over one million customers
- Exclusive brand ecosystem supported by in-house product development, production and distribution processes.

PRODUCT PORTFOLIO

Core Categories:

- Vitamins & Supplements (including Private Label Products)
- Sports Nutrition (including Private Label Products)
- Weight loss & Fasting (including Private Label Products)
- Healthy Food & Snacks (including Private Label Products)
- Skin & Care
- Fitness accessories

SALES CHANNELS

Direct Channels: Own online shops: vitafy.de, vitafy.at, vitafy.ch

Marketplaces: Amazon

Retail: Selected specialty retailers

CONTACT

Website: vitafy.de

Company / Operator: ADVANCE Consumer Health Group GmbH

Address: Radlkofersstraße 2, 81373 München, Germany

E-mail: info@vitafy.de

Phone: +49 89 9213 1418 0

VITAFY is part of the **ADVANCE Consumer Health Group**, a European platform for consumer health, nutrition and wellness brands.