

# Dietary Supplements in Romania

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## Abstracts

As a result of the COVID-19 crisis, consumers have become more informed, leading to continued benefits for dietary supplements. In 2023, combination dietary supplements dominate the market, accounting for a significant portion of overall value sales. The reason behind this is the relatively high cost of dietary supplements as a consumer health category. Expatriate populations, in particular, tend to prefer purchasing combination formulae due to their perceived advantages over more targeted produ...

Euromonitor International's Dietary Supplements in Romania report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Combination Dietary Supplements, Herbal/Traditional Dietary Supplements, Non-Herbal/Traditional Dietary Supplements.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Dietary Supplements market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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