

Vitamins in Belarus

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Abstracts

Vitamins continues to see high demand as a consequence of COVID-19 in 2021, as consumers believe the consumption of vitamins will strengthen their immune systems and better protect them from the virus. Multivitamins value sales remain high, as evidenced by the strong value growth. As well as the benefit of being able to take a combination of immune-strengthening vitamins in one tablet, consumers in Belarus are already fond of multivitamins which stimulate general health, as opposed to taking spe...

Euromonitor International's Vitamins in Belarus report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2016-2020, allowing you to identify the sectors driving growth. Forecasts to 2025 illustrate how the market is set to change.

Product coverage: Multivitamins, Single Vitamins.

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

Why buy this report?

Get a detailed picture of the Vitamins 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.

Contents

VITAMINS IN BELARUS

KEY DATA FINDINGS

2021 DEVELOPMENTS

Multivitamins maintains popularity for its immune-boosting benefits

Stockpiling spike could see muted sales for remainder of year, before vitamins bounces back

GSK Consumer Healthcare maintains lead, despite losing shares to previous top player Recordati SpA

PROSPECTS AND OPPORTUNITIES

Strong competition expected in multivitamins, with some smaller brands set to go under if they cannot continue to meet high demand

New product developments expected in vitamin D, as the supplement is an ideal addition for the time of COVID-19

Affordability continues to be a major driver as consumers seek value for money

CATEGORY DATA

Table 1 Sales of Vitamins by Category: Value 2016-2021

Table 2 Sales of Vitamins by Category: % Value Growth 2016-2021

Table 3 Sales of Multivitamins by Positioning: % Value 2016-2021

Table 4 NBO Company Shares of Vitamins: % Value 2017-2021

Table 5 LBN Brand Shares of Vitamins: % Value 2018-2021

Table 6 Forecast Sales of Vitamins by Category: Value 2021-2026

Table 7 Forecast Sales of Vitamins by Category: % Value Growth 2021-2026

CONSUMER HEALTH IN BELARUS

EXECUTIVE SUMMARY

Consumer health in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 8 Consumer Expenditure on Health Goods and Medical Services: Value 2016-2021

Table 9 Life Expectancy at Birth 2016-2021

MARKET DATA

Table 10 Sales of Consumer Health by Category: Value 2016-2021

Table 11 Sales of Consumer Health by Category: % Value Growth 2016-2021

Table 12 NBO Company Shares of Consumer Health: % Value 2017-2021

Table 13 LBN Brand Shares of Consumer Health: % Value 2018-2021

Table 14 Distribution of Consumer Health by Format: % Value 2016-2021

Table 15 Distribution of Consumer Health by Format and Category: % Value 2021

Table 16 Forecast Sales of Consumer Health by Category: Value 2021-2026

Table 17 Forecast Sales of Consumer Health by Category: % Value Growth 2021-2026

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

Summary 1 OTC: Switches 2020-2021

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DEFINITIONS

SOURCES

Summary 2 Research Sources

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