

Vitamins in Germany

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Abstracts

Single vitamins continued to record positive volume and current value growth in 2023. Multivitamins, which offer convenience and economy benefits, also continued to grow in volume and current value terms in 2023. The demand for vitamins spiked during the pandemic, with some vitamins perceived to offer a level of immunity or resistance to the COVID-19 virus. While the sales development of vitamins has slowed appreciably towards the end of the review period, as the threat of the virus wanes, volum...

Euromonitor International's Vitamins in Germany 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: 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.

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