

# Vitamins in Israel

<https://marketpublishers.com/r/VD8A96E31B1EN.html>

Date: September 2023

Pages: 21

Price: US\$ 990.00 (Single User License)

ID: VD8A96E31B1EN

## Abstracts

The health and wellness trend has accelerated in Israel since the COVID-19 pandemic, with more people interested in adopting healthier regimes. This led to an increase in demand for vitamins, which continues to drive growth in the sales of vitamins. Consumers deem these products as a preventative-health measure, and thus, with the increased fear of becoming ill, retail volume growth of vitamins remains steady in 2023. The accelerated growth in e-commerce sales is also supporting the growth of vi...

Euromonitor International's Vitamins in Israel 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.

## Contents

### VITAMINS IN ISRAEL

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Higher levels of health-awareness drives vitamins consumption

Vitamin D growth stabilises following surge during pandemic

Supherb launches new vitamin format

#### PROSPECTS AND OPPORTUNITIES

Healthy value growth, supported by heightened consumer health awareness

Paediatric vitamins & dietary supplements is area of growth

Ta'am Teva Altman to retain leadership position

#### CATEGORY DATA

Table 1 Sales of Vitamins by Category: Value 2018-2023

Table 2 Sales of Vitamins by Category: % Value Growth 2018-2023

Table 3 Sales of Multivitamins by Positioning: % Value 2018-2023

Table 4 NBO Company Shares of Vitamins: % Value 2019-2023

Table 5 LBN Brand Shares of Vitamins: % Value 2020-2023

Table 6 Forecast Sales of Vitamins by Category: Value 2023-2028

Table 7 Forecast Sales of Vitamins by Category: % Value Growth 2023-2028

### CONSUMER HEALTH IN ISRAEL

#### EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

#### MARKET INDICATORS

Table 8 Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 9 Life Expectancy at Birth 2018-2023

#### MARKET DATA

Table 10 Sales of Consumer Health by Category: Value 2018-2023

Table 11 Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 12 NBO Company Shares of Consumer Health: % Value 2019-2023

Table 13 LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 14 Penetration of Private Label in Consumer Health by Category: % Value 2018-2023

Table 15 Distribution of Consumer Health by Format: % Value 2018-2023

Table 16 Distribution of Consumer Health by Format and Category: % Value 2023

Table 17 Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 18 Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

## APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

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