

Vitamins in New Zealand

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Abstracts

Retail sales of vitamins registered a marked slowdown in growth in current value terms in 2023, as consumers' lives began to normalise post-pandemic. During 2022, a severe flu season, coupled with a new wave of COVID-19, saw New Zealanders flocking to pharmacies for remedies to boost their immunity, and this had a positive impact on sales of vitamins, especially multivitamins, during the year.

Euromonitor International's Vitamins in New Zealand 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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