

Vitamins in Portugal

<https://marketpublishers.com/r/VEB0EFBFF13EN.html>

Date: September 2023

Pages: 23

Price: US\$ 990.00 (Single User License)

ID: VEB0EFBFF13EN

Abstracts

After a sharp spike in growth in 2020 following the outbreak of COVID-19 sales of vitamins continue to normalise in 2023, with this process having started in 2022. This means a decline for both single vitamins and multivitamins in current value and retail volume terms. Within single vitamins, vitamin C in particular saw extraordinary growth in 2020 and 2021. Indeed its immune system positioning made consumers perceive it as the best option to help protect them against COVID-19, or at least to he...

Euromonitor International's Vitamins in Portugal 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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