

Vitamins in Venezuela

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Abstracts

Single vitamins enjoy a slightly more competitive environment in 2018 in terms of variety, although all retail volumes show negative growth rates. Vitamin C exhibits the largest number of available brands whereas vitamin A is all but completely absent from shelves, likely due to higher average unit prices. Products with B complex are quite popular among Venezuelan consumers, who believe in its effectiveness in alleviating muscle pain, keeping mosquitoes away or for consuming before drinking to l...

Euromonitor International's Vitamins in Venezuela report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2014-2018, allowing you to identify the sectors driving growth. Forecasts to 2023 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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