

Vitamins and Dietary Supplements in Croatia

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Abstracts

After joining the European Union in July 2013, fast changes in regulations, particularly those in response to unsubstantiated health claims, took some manufacturers by surprise when they found out they had to change their entire packaging. For this reason, the marketing of vitamins and dietary supplements has changed significantly.

Euromonitor International's Vitamins and Dietary Supplements in Croatia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2011-2015, allowing you to identify the sectors driving growth. Forecasts to 2020 illustrate how the market is set to change.

Product coverage: Dietary Supplements, Paediatric Vitamins and Dietary Supplements, Tonics, 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 and Dietary Supplements 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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Sales Growth Recovers Significantly

the Firm Grip of the Government Loosens

Pliva Still Ranks in First Place, Represented by Pgt Healthcare

Distribution Liberalisation Is Still on Hold

Despite A Low Per Capita Rate, No Big Growth Rate Is Expected

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