

Vitamins and Dietary Supplements in Nigeria

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Abstracts

Vitamins and dietary supplements was one of the fastest growing categories in consumer health as a whole. These products are widely available in retail outlets, including normal retail channels, such as supermarkets, independent small grocers, and open markets. There is also strong marketing and promotion by major players.

Euromonitor International's Vitamins and Dietary Supplements in Nigeria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2010-2014, allowing you to identify the sectors driving growth. Forecasts to 2019 illustrate how the market is set to change.

Product coverage: Dietary Supplements, Paediatric Vitamins and Dietary Supplements, Supplement Nutrition Drinks, Tonics and Bottled Nutritive Drinks, 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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