

Dietary Supplements in Romania

Market Direction | 2022-09-23 | 24 pages | Euromonitor

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Report description:

Dietary supplements is expected to continue to see retail volume and current value growth over 2022. This performance shows that Romanian consumers have not given up some of the habits they started, consolidated or intensified during the pandemic. Importantly, higher awareness of the importance of health and prevention continues to positively impact the retail sales development of dietary supplements. However, in the second half of 2022, consumers started to be more concerned about high inflatio...

Euromonitor International's Dietary Supplements in Romania report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Combination Dietary Supplements, Herbal/Traditional Dietary Supplements, Non-Herbal/Traditional Dietary Supplements.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the 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.

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Convenience and effective mixes boost the appeal of combination products

Players invest in marketing and innovation to stand out in a highly competitive category

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Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

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