

Vitamins in Ecuador

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

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Report description:

Following dynamic growth during the pandemic, current value sales of vitamin C are normalising and faced a second year of decline in 2022. Many consumers believed that the intake of vitamin C offered them protection against COVID-19 leading to a surge in demand. However, with vaccinations, the reduction of COVID-19 cases and less fear surrounding the virus, the desire to buy vitamin C has been much reduced. Economic considerations have been a key factor too since consuming vitamins on a daily basis...

Euromonitor International's Vitamins in Ecuador 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: 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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VITAMINS IN ECUADOR

KEY DATA FINDINGS

2022 DEVELOPMENTS

Vitamin C consumption normalises after demand surge generated by the pandemic

Procter & Gamble repositions vitamin B to treat multiple ailments

Consumers acquire more knowledge about vitamin benefits during the pandemic

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