

Vitamins in Greece

Market Direction | 2022-09-20 | 24 pages | Euromonitor

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Report description:

Notwithstanding category maturity, vitamin D retail volume and current value sales are projected to continue to grow strongly over 2022. Vitamin D is heavily promoted for its contribution to boosting the immune system since the outbreak of the Coronavirus (COVID-19) pandemic. Sales have also been stimulated by the "Mediterranean Paradox". Greece's climate ensures exposure to the sun for most months of the year, and there is high awareness of the negative impact of direct exposure to the sun, suc...

Euromonitor International's Vitamins in Greece 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 GREECE

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Vitamin D continues to see the fastest growth as consumers seek immunity boosts and other benefits

New products stimulate consumer interest to offset maturity in vitamin C

E-commerce continues to develop and grow in vitamins through competitive pricing and an expanding presence

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Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

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