

Vitamins in Romania

Market Direction | 2022-09-23 | 22 pages | Euromonitor

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Report description:

Vitamins experienced some of the highest demand as a result of the Coronavirus (COVID-19) crisis. Retail current value sales were particularly impressive in 2020-2021, and they are expected to continue to reach double-digit growth over 2022, albeit aided by high inflation. Retail volume sales are also set to see further strong growth over 2022, although projected to slow to low-to-mid-single-digit rates following the huge surge in demand in 2020-2021. Romanian consumers have been advised by doct...

Euromonitor International's Vitamins 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: 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.

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VITAMINS IN ROMANIA

KEY DATA FINDINGS

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Strong pharmacy chains launch private label alternatives

Widening availability increases consumer awareness and sales of vitamins

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