

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.

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 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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