

## **Vitamins in Spain**

Market Direction | 2022-09-20 | 22 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

Having boomed in 2020 due to the pandemic (when retail constant value sales surged by a fifth), demand growth for vitamins slowed significantly in 2021 and contracted in constant value terms during 2022. Vitamins with an explicit immune-system boosting positioning continued to perform very well in 2022, even as the threat by the pandemic continued to wane. While the COVID-19 pandemic has sharpened the focus of Spanish people on their health generally, the desire to avoid falling seriously ill wi...

Euromonitor International's Vitamins in Spain 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Vitamins in Spain  
Euromonitor International  
September 2022

### List Of Contents And Tables

#### VITAMINS IN SPAIN

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Immune system benefits remain a key selling point

Increased adoption of restrictive diets boosts demand for vitamins

Direct selling continues to dwarf e-commerce

##### PROSPECTS AND OPPORTUNITIES

Consumer interest in vitamins will deepen in spite of the waning pandemic threat

Rising prices will make both private label and e-commerce more attractive

An ageing population will be a significant growth opportunity

##### CATEGORY DATA

Table 1 Sales of Vitamins by Category: Value 2017-2022

Table 2 Sales of Vitamins by Category: % Value Growth 2017-2022

Table 3 Sales of Multivitamins by Positioning: % Value 2017-2022

Table 4 NBO Company Shares of Vitamins: % Value 2018-2022

Table 5 LBN Brand Shares of Vitamins: % Value 2019-2022

Table 6 Forecast Sales of Vitamins by Category: Value 2022-2027

Table 7 Forecast Sales of Vitamins by Category: % Value Growth 2022-2027

##### CONSUMER HEALTH IN SPAIN

##### EXECUTIVE SUMMARY

Consumer health in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer health?

##### MARKET INDICATORS

Table 8 Consumer Expenditure on Health Goods and Medical Services: Value 2017-2022

Table 9 Life Expectancy at Birth 2017-2022

##### MARKET DATA

Table 10 Sales of Consumer Health by Category: Value 2017-2022

Table 11 Sales of Consumer Health by Category: % Value Growth 2017-2022

Table 12 NBO Company Shares of Consumer Health: % Value 2018-2022

Table 13 LBN Brand Shares of Consumer Health: % Value 2019-2022

Table 14 Penetration of Private Label in Consumer Health by Category: % Value 2017-2022

Table 15 Distribution of Consumer Health by Format: % Value 2017-2022

Table 16 Distribution of Consumer Health by Format and Category: % Value 2022

Table 17 □Forecast Sales of Consumer Health by Category: Value 2022-2027

Table 18 □Forecast Sales of Consumer Health by Category: % Value Growth 2022-2027

##### APPENDIX

OTC registration and classification

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Vitamins in Spain

Market Direction | 2022-09-20 | 22 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scott's-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-11"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com