

## **Vitamins in Switzerland**

Market Direction | 2022-09-20 | 23 pages | Euromonitor

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### **Report description:**

Vitamins continue to record strong value and volume growth in 2022, thanks to consumers still being increasingly health-conscious and concerned with boosting their immune systems. After two years of being threatened or affected by the pandemic, a still-increasing number of consumers aim to be more self-reliant and proactive about maintaining robust health and overall wellbeing. Vitamins were and are being used primarily to support these health goals, in addition to changes in lifestyles (healthi...

Euromonitor International's Vitamins in Switzerland 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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Euromonitor International  
September 2022

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##### 2022 DEVELOPMENTS

Vitamins continue to benefit from health and wellness trends, enhanced by the time of COVID-19

Multivitamins see boost due to resumption of busy lifestyles, whilst vitamin C remains popular

Pharmacies remain the most popular channel due to consumers' trust in professional advice

##### PROSPECTS AND OPPORTUNITIES

Vitamins will continue to grow in line with rising health and wellness trends

Bayer and Antistress expected to maintain leading places over the forecast period

No notable channel changes expected, albeit e-commerce will slowly grow in relevance

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Vitamins and dietary supplements registration and classification

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