

Vitamins in Uruguay

Market Direction | 2022-09-21 | 23 pages | Euromonitor

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Report description:

Vitamins benefited from the COVID-19 pandemic, registering buoyant growth in retail value terms over the review period. A shift towards preventative health was a visible consumer trend, with many Uruguayans turning to vitamins due to their potential to improve their diet, boost the immune system and increase the body's resistance to illness. Growing digitalisation also pushed up demand, with a significant rise in retail value sales of vitamins via e-commerce over the review period.

Euromonitor International's Vitamins in Uruguay 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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KEY DATA FINDINGS

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Increasing health care concern benefited vitamins sales in 2022

Solid growth for vitamins C and D as consumers look to boost their immune systems

Bayer SA Uruguay lost some ground in hand of local laboratories

PROSPECTS AND OPPORTUNITIES

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