

## **Vitamins in Serbia**

Market Direction | 2022-09-26 | 20 pages | Euromonitor

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### **Report description:**

Growing consumer awareness regarding the benefits of certain vitamins accelerated in 2020 with the outbreak of the Coronavirus (COVID-19) pandemic. Vitamins C and D were particularly sought after, as they were perceived to offer immunity benefits, which gained currency as consumers looked for ways to offer resistance to the virus and its effects. Vitamins C and D are set to remain the fastest-growing types of single vitamins as consumers have become familiar with them as immune system enhancers...

Euromonitor International's Vitamins in Serbia 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 SERBIA

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General health perception spreads to more specific positioning in multivitamins

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