

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.

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VITAMINS IN SERBIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

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Higher awareness and knowledge support sales through drugstores

General health perception spreads to more specific positioning in multivitamins

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