

Vitamins in Turkey

Market Direction | 2022-09-26 | 23 pages | Euromonitor

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Report description:

Vitamins continues to be supported by the health and wellness trends which have been enhanced by the event of COVID-19. Many products in vitamins are recommended to strengthen the immune system and help safeguard against both the COVID-19 virus and other ailments, such as vitamins C and D. Moving beyond the pandemic, sales continue to be supported by the ongoing health and wellness trends, such as a greater number of consumers continuing to support their health with both healthier lifestyles/diets...

Euromonitor International's Vitamins in Turkey 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

2022 DEVELOPMENTS

Health and wellness trends enhanced by COVID-19 support sales of vitamins

Players continue to diversify their portfolios due to ongoing popularity of the category

New brands support growth in 2021/2022

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