

## **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.

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VITAMINS IN TURKEY

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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