

Vitamins in Italy

Market Direction | 2022-09-19 | 25 pages | Euromonitor

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Report description:

Vitamins is expected to see more modest growth in current value terms in 2022, after the dynamism seen in 2020 when sales benefited from the soaring demand for immunity-boosting products. Vitamin C saw exceptional triple-digit growth in 2020 thanks to consumers seeking to protect themselves from COVID-19 by boosting their immune system. Fears around COVID-19 have since softened with Italians generally feeling less concerned about becoming infected because of the milder symptoms of the latest var...

Euromonitor International's Vitamins in Italy 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 ITALY

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Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

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