

## **Vitamins in Portugal**

Market Direction | 2022-10-07 | 23 pages | Euromonitor

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### **Report description:**

Vitamins saw a contraction in retail sales in both current value and volume terms in 2022, a sign of approaching maturity. Vitamins benefited from the COVID-19 pandemic, registering buoyant growth in retail value terms in 2020. A shift towards preventative health was a visible consumer trend, with many Portuguese turning to vitamins due to their potential to boost the immune system and increase the body's resistance to illness. This encouraged sales of multivitamins, as well as vitamins B, C and...

Euromonitor International's Vitamins in Portugal 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 Portugal  
Euromonitor International  
October 2022

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