

Vitamins in Vietnam

Market Direction | 2022-10-10 | 24 pages | Euromonitor

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Report description:

Having surged by more than a third during 2020 and 2021, retail constant value sales (2022 prices) of vitamins declined somewhat during 2022. During 2020 and 2021, COVID-19 drove a dramatic increase in demand for vitamins, as many people believed that their consumption could help them to support their immune systems and general good health. Apart from taking vitamins themselves as a preventative health measure, a growing number of local consumers gave vitamins to their children.

Euromonitor International's Vitamins in Vietnam 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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