

Vitamins in Estonia

Market Direction | 2022-11-02 | 22 pages | Euromonitor

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Report description:

During the outbreak of COVID-19 and into 2021, vitamins recorded strong double-digit growth in Estonia, as consumers purchased products to strengthen their immunity and boost their general health in response to the outbreak. Increased education about diets and vitamins also drove sales, with Vitamin C being particularly popular. Vitamin B is used to calm nerves and, therefore, also experienced increased demand due to increased stresses due to COVID-19. Vitamin D was consumed to compensate for th...

Euromonitor International's Vitamins in Estonia 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 ESTONIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Retail volume sales fall compared to the uplift seen during COVID-19

Vitamin C drives current retail volume and value sales, offering well-known benefits

Repforce OU retains its lead ahead of GSK Consumer Healthcare

PROSPECTS AND OPPORTUNITIES

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Self-medication/self-care and preventive medicine

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DISCLAIMER

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