

## **Vitamins in Pakistan**

Market Direction | 2023-01-10 | 21 pages | Euromonitor

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### **Report description:**

Vitamins account for sizeable value sales in Pakistan and in 2022, vitamins were the star performer, with volume sales increasing by over a fifth. While multivitamins registered the highest current value growth, single vitamins account for most volume sales, in particular vitamin D, followed by vitamin C. According to recent studies, around 56% of the Pakistani population is suffering from Vitamin D deficiency, with children aged between 6-18 years composing the highest share of this deficiency.

Euromonitor International's Vitamins in Pakistan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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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