

## **Dietary Supplements in Romania**

Market Direction | 2023-09-22 | 23 pages | Euromonitor

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### **Report description:**

As a result of the COVID-19 crisis, consumers have become more informed, leading to continued benefits for dietary supplements. In 2023, combination dietary supplements dominate the market, accounting for a significant portion of overall value sales. The reason behind this is the relatively high cost of dietary supplements as a consumer health category. Expatriate populations, in particular, tend to prefer purchasing combination formulae due to their perceived advantages over more targeted produ...

Euromonitor International's Dietary Supplements in Romania 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: Combination Dietary Supplements, Herbal/Traditional Dietary Supplements, Non-Herbal/Traditional Dietary Supplements.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Dietary Supplements 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.

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