

Vitamins in Colombia

Market Direction | 2023-09-21 | 25 pages | Euromonitor

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Report description:

After the COVID-19 crisis, the demand for vitamins shrunk. With a significant reduction in COVID-19 cases and less severe disease, consumers withdrew their attention from vitamins, especially those that they did not have the habit of regularly consuming before the pandemic. Coupled with the loss of interest, another important reason to drop vitamins is the impact of high inflation on consumers' budgets. As the threat from COVID-19 diminished and consumers became more budget conscious, prevention...

Euromonitor International's Vitamins in Colombia 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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Self-medication/self-care and preventive medicine

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