

## **Vitamins in Croatia**

Market Direction | 2023-09-21 | 19 pages | Euromonitor

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### **Report description:**

The pandemic has encouraged several consumer behaviour changes in terms of the purchasing and consumption of vitamins. Croatians are now taking preventative health more seriously and vitamins and supplements are being taken by those who never previously relied on them. COVID-19 has accelerated the self-care trend in general and led to the largest spike in history of the use of vitamins and dietary supplements. Many consumers, for instance, now regularly take vitamin D to support long-term immuni...

Euromonitor International's Vitamins in Croatia 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.

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## Table of Contents:

Vitamins in Croatia  
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### List Of Contents And Tables

#### VITAMINS IN CROATIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Rising self-care trend post pandemic

Strong influence of the government and social media

Launch of private label brands fuels further e-commerce growth

##### PROSPECTS AND OPPORTUNITIES

Health and wellness trend and ageing population will support further growth

Strong competition set to continue

Fortified packaged food and drinks could undermine the development of vitamins

##### CATEGORY DATA

Table 1 Sales of Vitamins by Category: Value 2018-2023

Table 2 Sales of Vitamins by Category: % Value Growth 2018-2023

Table 3 Sales of Multivitamins by Positioning: % Value 2018-2023

Table 4 NBO Company Shares of Vitamins: % Value 2019-2023

Table 5 LBN Brand Shares of Vitamins: % Value 2020-2023

Table 6 Forecast Sales of Vitamins by Category: Value 2023-2028

Table 7 Forecast Sales of Vitamins by Category: % Value Growth 2023-2028

#### CONSUMER HEALTH IN CROATIA

##### EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

##### MARKET INDICATORS

Table 8 Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 9 Life Expectancy at Birth 2018-2023

##### MARKET DATA

Table 10 Sales of Consumer Health by Category: Value 2018-2023

Table 11 Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 12 NBO Company Shares of Consumer Health: % Value 2019-2023

Table 13 LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 14 Penetration of Private Label by Category: % Value 2018-2023

Table 15 Distribution of Consumer Health by Format: % Value 2018-2023

Table 16 Distribution of Consumer Health by Format and Category: % Value 2023

Table 17 □Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 18 □Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

##### APPENDIX

OTC registration and classification

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Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

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