

Vitamins in Egypt

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

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Report description:

Vitamins continue to witness strong performance, continuing the positive trend seen across the entire review period, with a double-digit retail sales growth noted in 2023. The COVID-19 pandemic impacted vitamin sales as consumers became more aware of how to improve their overall wellness and support their immune systems with multivitamins and supplements. Social media is also playing a major role in the vitamin category, helping companies market their vitamins and use well-known influencers to e...

Euromonitor International's Vitamins in Egypt 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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