

## **Vitamins in Greece**

Market Direction | 2023-09-21 | 24 pages | Euromonitor

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### **Report description:**

Vitamin C and vitamin D have posted dramatic increases in sales since the onset of the pandemic. Consequently, in 2022, sales already started to show signs of decline due to maturity. Vitamin D, which is the largest category, witnessed losses in 2022 with the decline in volume and value gathering pace in 2023. Vitamin C, a category that was already mature, is posting a very strong decline in 2023. Within both vitamin C and vitamin D, products that are single vitamins combined with other nutrient...

Euromonitor International's Vitamins in Greece 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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