

## **Vitamins in the United Arab Emirates**

Market Direction | 2023-09-21 | 22 pages | Euromonitor

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### **Report description:**

Although multivitamins is set to maintain growth and remain the largest category within vitamins in current value terms in 2023, the trend towards personalisation in healthcare is also leading to an increase in sales of single vitamins. As individuals become more health-conscious, they are seeking specific nutrients to address their unique needs. Single vitamins allow for targeted supplementation, tailored to address specific deficiencies or achieve health goals. Moreover, consumers are now bett...

Euromonitor International's Vitamins in United Arab Emirates 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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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

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