

Consumer Health in Lithuania

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Report description:

2023 marks the final year that the outbreak of COVID-19 impacts results. Product areas that gained sales due to the COVID-19 pandemic are returning to purchasing levels and behaviours seen before 2020. Similarly, those negatively impacted by the virus outbreak have regained their positions. Price inflation has impacted all product areas, with consumers working to reduce budgets and adapting their purchasing behaviours accordingly. However, since many items within consumer health are classed as e...

Euromonitor International's Consumer Health in Lithuania 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: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Consumer Health 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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Dietary supplements benefit from a growing interest in preventative healthcare?

Seasonal flu drives sales, while fish oils rises in popularity?

Direct selling remains relevant in the fragmented landscape

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