

Vitamins in Lithuania

Market Direction | 2023-10-03 | 21 pages | Euromonitor

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Report description:

2023 was a positive year for sales of vitamins in Lithuania. Following the outbreak of COVID-19, new habits have formed in the country, with consumers keen to take care of their immune systems, with a solid and growing focus on preventative health care. This drove sales of vitamins during the year, with single vitamins being the best-performing area, registering double-digit growth. Despite this, Vitamin C lost its share in 2023.

Euromonitor International's Vitamins 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: 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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VITAMINS IN LITHUANIA

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Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

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