

Vitamins in Pakistan

Market Direction | 2023-10-05 | 21 pages | Euromonitor

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Report description:

Value sales for vitamins are sizeable in Pakistan and continue to register healthy value growth. Multivitamins are expected to register the highest current value growth in 2023 and also account for the majority of value sales. Consumers appreciate the convenience of multivitamins that offer a range of vital nutrients in one taking. Multivitamins are also perceived as better value for money. In addition, taking multivitamins can also be easier than having to understand the particular benefits of...

Euromonitor International's Vitamins in Pakistan 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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