

Vitamins in Peru

Market Direction | 2023-10-05 | 24 pages | Euromonitor

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Report description:

The end of the pandemic era has influenced sales of vitamins. For example, vitamin C skyrocketed in sales in 2020, as consumers sought out natural immunity boosters in the face of the COVID-19 virus. Following this significant spike, sales then organically slumped into negative figures before starting to stabilise back to the more normal sales patterns we see today. Whilst the heights of the health and wellbeing trends have abated, with consumers no longer focusing on preventative medicines and...

Euromonitor International's Vitamins in Peru 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 PERU

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Vitamins return to more normal sales patterns following the atypical pandemic period

Fragmented category with a large number of brands

Multivitamins attract price-sensitive consumers due to their value for money

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