

## **Vitamins in Serbia**

Market Direction | 2023-10-05 | 20 pages | Euromonitor

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### **Report description:**

The vitamins category saw a significant decrease in volume sales of both single vitamins and multivitamins in 2022, which is set to continue in 2023. According to trade interviews, in the first quarter of 2023 volumes declined by 30% compared with the same period of the previous year. They started to drop significantly in the fourth quarter of 2022 and experienced a particularly marked decline in the first quarter of 2023. The fall in sales can be attributed to the waning of the threat from COVI...

Euromonitor International's Vitamins in Serbia 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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