

Vitamins in Austria

Market Direction | 2023-10-27 | 25 pages | Euromonitor

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Report description:

Sales of vitamins have continued to drop sharply in retail volume terms in 2023, with price inflation unable to prevent the category from recording a decline in current value terms, too. Following the outbreak of COVID-19 there was a surge in demand for vitamins as consumers looked to give their immune system a boost, with significant gains in retail volume terms seen in 2020 and 2021. As COVID-19 fears subsided demand started to drop off in 2022 and this pattern has continued into 2023 with t...

Euromonitor International's Vitamins in Austria 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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