

Vitamins in the Philippines

Market Direction | 2023-10-20 | 22 pages | Euromonitor

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Report description:

Demand for vitamins continued to increase in the Philippines during 2023 as the use of these products to supplement the diets of local consumers became increasingly commonplace. While malnutrition is uncommon in the Philippines, many local people are still acutely aware that their nutritional intake may be suboptimal and that supplementation with vitamins is potentially a good idea. These issues were brought into sharp focus by the COVID-19 pandemic, which saw a spike in sales of vitamin C among...

Euromonitor International's Vitamins in Philippines 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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