

Vitamins in Nigeria

Market Direction | 2024-01-12 | 22 pages | Euromonitor

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Report description:

During the outbreak of COVID-19, consumers were buying vitamin products as a preventive measure. In addition, there was a widespread belief that Vitamin C could enhance the immune system and reduce the risk of contracting COVID-19. However, with the substantial decline of COVID-19, most consumers have reverted to purchasing vitamins based on specific needs to address deficiencies. This shift is driven by the rising cost of living and a decline in disposable income, forcing consumers to allocate...

Euromonitor International's Vitamins in Nigeria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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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