

Vitamins in Brazil

Market Direction | 2024-03-18 | 29 pages | Euromonitor

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Report description:

After the significant surge in sales witnessed in Brazil during the COVID-19 pandemic, vitamins is expected to see more modest rates of volume and current value growth in 2023, although they will exceed the 2022 levels. The favourable performance in current value terms will primarily be fuelled by multivitamins. Notably, there has been a shift in consumer preference from lower-priced single vitamins such as vitamin C and D, towards products that promise a more comprehensive approach to enhancing...

Euromonitor International's Vitamins in Brazil 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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VITAMINS IN BRAZIL

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Digital native brands move into pharmacies, while private label continues to grow

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Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

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