

Eastern Europe OTC Food Supplements Market Research Report Forecast till 2032

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Report description:

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Market Overview

The OTC Food Supplements which include vitamins and minerals market is projected to exhibit a CAGR of 4.94%.

In Eastern Europe, over-the-counter (OTC) vitamins and minerals are on the rise. These supplements play a crucial role in enhancing nutrient intake, especially when individuals struggle to meet recommended vitamin and mineral levels through their regular diets. Various factors, such as low-calorie diets, poor appetite, dietary restrictions (e.g., strict vegetarians and vegans), and certain medical conditions like osteoporosis and anaemia, lead people to opt for multivitamins and mineral supplements. The World Health Organization (WHO) estimates that over 2 billion people globally lack essential vitamins and minerals in their diets, emphasizing that poor dietary quality is a significant factor in micronutrient deficiencies across developed and developing regions. The awareness of the importance of vitamins and minerals and their benefits is expected to drive the market in the coming years. Nutrient shortfalls can have health repercussions affecting daily life and overall well-being. Consumers' increasing emphasis on health and wellness contributes to the growing demand for multivitamin and mineral supplements. While improving micronutrient intake through diversified diets is essential, economic constraints, seasonal harvests, limited production, and varying food-consumption patterns make it challenging to meet regulatory dietary allowances solely through diet.

The rational use of nutritional supplements, combined with a healthy diet, is seen as a substantial contributor to health promotion and disease prevention. The demand for multivitamin and mineral supplements is expected to grow as consumers seek to meet regulatory dietary allowances and address health problems resulting from deficiencies. Additionally, the market is driven by innovative and aesthetically appealing offerings from private-label brands and niche players.

Market Segmentation

Based on the type, the Eastern Europe OTC Food Supplements market has been bifurcated into Vitamins and Minerals.

Based on the Form, the market has been bifurcated into Powder, Capsules & Tablets, Liquid and Others. Based on the Application, the market has been bifurcated into Energy/Sports Nutrition, Weight Management, Immune & Digestive Health, Anticancer, Skincare, Glycemic & Diabetes Management, Mental Health, and others.

Based on the end user, the market has been bifurcated into Men, Women and Unisex.

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Based on the distribution channel, the Eastern Europe OTC Food Supplements market has been bifurcated into Chemist/Pharmacies, Online, Specialty Stores and Others

Based on the countries, the market has been bifurcated into Bulgaria, Romania, Hungary, Croatia, Serbia, Poland, and Rest of Eastern Europe.

Major Players

A few of the key players operating in the Eastern European OTC Food Supplements market are Bayer, Abbott Laboratories, Haleon, Amway, Herbalife, Starpharma, Doppelherz, Now Foods, Vim Spectrum and many more.

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