

Vitamins in the Philippines

Market Direction | 2024-09-18 | 23 pages | Euromonitor

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Report description:

Demand for vitamins in the Philippines is expected to continue rising throughout 2024, driven by a strong focus on maintaining optimal physical health and a strong immune system, even after the end of the COVID-19 pandemic. While health protocols were strictly followed during the pandemic, post-pandemic regulations have become more relaxed, including the removal of face mask mandates, even in high-risk areas like hospitals. This has left consumers more vulnerable to contracting flu and other vir...

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 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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KEY DATA FINDINGS

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Growing focus on appearance amplifies demand for beauty-related vitamins
E-Commerce is key driver of growth

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