

Vitamins in Vietnam

Market Direction | 2024-09-18 | 24 pages | Euromonitor

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Report description:

In 2024, the retail current value growth rate of vitamins in Vietnam is expected to exceed that of 2023. Despite pressure on disposable incomes amidst high inflation, strong awareness of health remains a significant driver of growth for vitamins. During the peak period of the pandemic, the Ministry of Health encouraged the local population to regularly take vitamins to strengthen their immune system. There was also a wealth of media coverage related to the benefits of taking vitamin C, for insta...

Euromonitor International's Vitamins in Vietnam 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.

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