

## **Vitamins in Hungary**

Market Direction | 2024-09-23 | 24 pages | Euromonitor

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### **Report description:**

In 2024, vitamins in Hungary is set to record negative results in retail volume terms for the third consecutive year, although the decline is much milder compared to 2023. While overall consumption of these products in Hungary surged during the early stages of the pandemic due to increased health-consciousness, sales have since dropped off as specific concerns surrounding COVID-19 have receded with the rollout of vaccines and the ending of associated restrictions. Since 2022, falling demand is p...

Euromonitor International's Vitamins in Hungary 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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VITAMINS IN HUNGARY

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Self-medication/self-care and preventive medicine

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