

Vitamins in Portugal

Market Direction | 2024-09-27 | 23 pages | Euromonitor

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Report description:

Vitamins in Portugal continue to witness a decline in retail volume sales over 2024, as demand normalises following the surge caused by the COVID-19 pandemic. Single vitamins are largely responsible for the weak performance in 2024, whilst multivitamins saw a rebound in retail volume sales in response to the growing desire for an "all in one" vitamin. With household budgets under pressure, consumers are seeking more affordable options, including just taking one tablet instead of multiple single...

Euromonitor International's Vitamins in Portugal 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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