

Vitamins in Spain

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

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Report description:

Vitamins is enjoying healthy growth in 2024, thanks to the overarching health and wellbeing trends which place a stronger focus on holistic and preventative health and "beauty from within". Indeed, an increasing number of consumers are adapting their priorities to place a stronger focus on self-worth and self-care. For example, more people are spending money on activities and travel, and less on acquiring physical goods. Added to which, the era of the COVID-19 pandemic spurred a resurgence of he...

Euromonitor International's Vitamins in Spain 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 SPAIN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growing education about holistic and preventative health supports vitamins

Dietary supplements hinder a stronger performance from vitamins

Bayer maintains its company lead, while Haleon's Centrum holds top brand place

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