

## **Vitamins in the Czech Republic**

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

### **AVAILABLE LICENSES:**

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

### **Report description:**

After two years of strong decline in retail value and volume terms, vitamins in the Czech Republic is starting to show signs of stabilisation in 2024. Vitamin C and multivitamins are still among best-selling vitamins. However, sales of vitamins C, B, D and multivitamins saw considerably stronger sales between February and mid-May, underpinned by so-called 'spring fatigue'. This stems from the lack of sun, movement and nutrient deficiency in the diet which can occur at this time of year. Vitamins...

Euromonitor International's Vitamins in Czech Republic 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.

### **Table of Contents:**

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

List Of Contents And Tables

VITAMINS IN THE CZECH REPUBLIC

KEY DATA FINDINGS

2024 DEVELOPMENTS

Investment in vitamins stabilises and returns to growth

Health insurance companies modify their contribution to support vitamins for pregnant or postpartum women

Demand for vitamin D falls but volume sales still well above pre-pandemic levels

PROSPECTS AND OPPORTUNITIES

Vitamin C and D to see stable growth rates

Alternative wellness products enriched with vitamins will challenge standard multivitamins and single vitamins

E-commerce to build on its strong position as retail channel for vitamins

CATEGORY DATA

Table 1 Sales of Vitamins by Category: Value 2019-2024

Table 2 Sales of Vitamins by Category: % Value Growth 2019-2024

Table 3 Sales of Multivitamins by Positioning: % Value 2019-2024

Table 4 NBO Company Shares of Vitamins: % Value 2020-2024

Table 5 LBN Brand Shares of Vitamins: % Value 2021-2024

Table 6 Forecast Sales of Vitamins by Category: Value 2024-2029

Table 7 Forecast Sales of Vitamins by Category: % Value Growth 2024-2029

CONSUMER HEALTH IN THE CZECH REPUBLIC

EXECUTIVE SUMMARY

Consumer health in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 8 Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024

Table 9 Life Expectancy at Birth 2019-2024

MARKET DATA

Table 10 Sales of Consumer Health by Category: Value 2019-2024

Table 11 Sales of Consumer Health by Category: % Value Growth 2019-2024

Table 12 NBO Company Shares of Consumer Health: % Value 2020-2024

Table 13 LBN Brand Shares of Consumer Health: % Value 2021-2024

Table 14 Penetration of Private Label in Consumer Health by Category: % Value 2019-2024

Table 15 Distribution of Consumer Health by Format: % Value 2019-2024

Table 16 Distribution of Consumer Health by Format and Category: % Value 2024

Table 17 □Forecast Sales of Consumer Health by Category: Value 2024-2029

Table 18 □Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

Summary 1 OTC: Switches 2023-2024

DISCLAIMER

DEFINITIONS

SOURCES

Summary 2 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Vitamins in the Czech Republic

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scott's-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-06
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com