

## **Vitamins in Pakistan**

Market Direction | 2024-10-10 | 22 pages | Euromonitor

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### **Report description:**

Vitamins continue to be a sizeable product area in Pakistan and in 2024 it is expected to register the highest current value growth of all consumer health products. Following the unprecedented boom in sales of vitamins during the pandemic, the product area has now returned to stable but still healthy value growth. The influence of healthcare professionals in purchasing vitamins is a significant factor. Healthcare professionals, including doctors, pharmacists, dieticians, and nutritionists, play...

Euromonitor International's Vitamins in Pakistan 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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