

Vitamins in Sweden

Market Direction | 2024-10-10 | 21 pages | Euromonitor

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Report description:

Vitamins enjoyed solid growth in 2024 as the health and wellness trend gained importance among Swedish consumers. The daily habit of taking vitamins is gaining momentum as it aligns with the desire to improve wellbeing and take a preventative approach to overall health. Retail volume sales recovered well in single vitamins and multivitamins, with lower inflation in 2024 helping to raise consumer purchasing power. While the threat of COVID-19 has waned, everyday illnesses are once again widespread...

Euromonitor International's Vitamins in Sweden 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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