

## **Vitamins in Turkey**

Market Direction | 2024-10-10 | 23 pages | Euromonitor

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### **Report description:**

The demand for vitamins in 2024 continued to be supported by the health and wellness trend, which was accelerated by the outbreak of COVID-19 in Turkey. Specific vitamins, including C and D, are recommended to strengthen the immune system and help safeguard against the virus and other ailments. Following the outbreak and moving into 2024, sales have continued to be supported by the ongoing health and wellness trend, with more consumers continuing to pursue healthier lifestyles and diets with the...

Euromonitor International's Vitamins in Turkey 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 and dietary supplements registration and classification

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