

## **Vitamins in Romania**

Market Direction | 2024-10-18 | 21 pages | Euromonitor

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### **Report description:**

The market for vitamins in Romania is facing several challenges, notably, economic uncertainty and escalating costs. Inflation and high raw material prices have posed significant difficulties for local producers, especially regarding sourcing and logistics. Ongoing geopolitical tensions, including the war in Ukraine and Red Sea crisis, have further exacerbated these challenges, driving up vitamin prices and limiting the purchasing power of some consumers when it comes to non-essential products.

Euromonitor International's Vitamins in Romania 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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