

Vitamins in Tunisia

Market Direction | 2024-10-15 | 19 pages | Euromonitor

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Report description:

Despite the economic crisis in Tunisia and lower purchasing power, vitamins is recording healthy growth with a recovery in retail volume sales over 2024. Vitamins are not only consumed by upper-income consumers, but also those in middle-income groups. Tunisian doctors have a major influence on sales of vitamins with many recommending their patients should consume vitamins, notably pregnant women, the elderly and children. The availability of these products through various distribution channels,...

Euromonitor International's Vitamins in Tunisia 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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