

Vitamins in Austria

Market Direction | 2024-11-21 | 24 pages | Euromonitor

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Report description:

Following strong levels of growth throughout COVID-19, sales of vitamins fell slightly below pre-COVID-19 levels in 2023. In 2024, vitamins showed minimal signs of recovery, with retail volume sales of 5% driven by price increases, while volume growth was low. Sales of vitamins remained limited due to consumers' preference for more convenient alternatives. This included a combination of dietary supplements and even vitamin-enhanced foods. However, multivitamins continued to have positive sales i...

Euromonitor International's Vitamins in Austria 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 IN AUSTRIA

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Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

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