

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.

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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Vitamins and dietary supplements registration and classification

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