

## **Vitamins in Germany**

Market Direction | 2024-11-19 | 24 pages | Euromonitor

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### **Report description:**

Following the surge in demand for vitamins in Germany in 2020 as a result of the pandemic, retail volume growth continues to slow in 2024, mainly driven by revisions for multivitamins and vitamin C. Multivitamins, as an entry-level health supplement, has an established presence in Germany, and therefore has reached a high level of maturity, which hinders stronger growth potential.

Euromonitor International's Vitamins in Germany 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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