

Vitamins in Greece

September 2022

Table of Contents

Vitamins in Greece - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Vitamin D continues to see the fastest growth as consumers seek immunity boosts and other benefits

New products stimulate consumer interest to offset maturity in vitamin C

E-commerce continues to develop and grow in vitamins through competitive pricing and an expanding presence

PROSPECTS AND OPPORTUNITIES

Multivitamins set to lose ground as an increasingly knowledgeable consumer base looks for specific vitamins for specific needs

Single vitamin combinations to attract more investment

Versatility of vitamin D to drive growth

CATEGORY DATA

Table 1 - Sales of Vitamins by Category: Value 2017-2022

Table 2 - Sales of Vitamins by Category: % Value Growth 2017-2022

Table 3 - Sales of Multivitamins by Positioning: % Value 2017-2022

Table 4 - NBO Company Shares of Vitamins: % Value 2018-2022

Table 5 - LBN Brand Shares of Vitamins: % Value 2019-2022

Table 6 - Forecast Sales of Vitamins by Category: Value 2022-2027

Table 7 - Forecast Sales of Vitamins by Category: % Value Growth 2022-2027

Consumer Health in Greece - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2017-2022

Table 9 - Life Expectancy at Birth 2017-2022

MARKET DATA

Table 10 - Sales of Consumer Health by Category: Value 2017-2022

Table 11 - Sales of Consumer Health by Category: % Value Growth 2017-2022

Table 12 - NBO Company Shares of Consumer Health: % Value 2018-2022

Table 13 - LBN Brand Shares of Consumer Health: % Value 2019-2022

Table 14 - Penetration of Private Label in Consumer Health by Category: % Value 2017-2022

Table 15 - Distribution of Consumer Health by Format: % Value 2017-2022

Table 16 - Distribution of Consumer Health by Format and Category: % Value 2022

Table 17 - Forecast Sales of Consumer Health by Category: Value 2022-2027

Table 18 - Forecast Sales of Consumer Health by Category: % Value Growth 2022-2027

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

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