



# Dietary supplements market in Romania 2010

**Development forecasts for 2010-2012**

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Publication date: May 2010

Language: English

Plus: Dietary Supplements Market Directory  
Romania 2010

## Word from the authors:



Our latest report analyses and describes the dietary supplements market in Romania, based on PMR's independent research of the the largest companies in the country. Despite a slow 2009, current investment projects are still expected to prove quite successful. This publication offers a wealth of information necessary to develop or start business activity in the dietary supplements market from a market participant perspective.

**Monika Stefanczyk**, Head Pharmaceutical Market Analyst

## Report Description:

This publication is a comprehensive analysis of the dietary supplements market in Romania that offers a wealth of information necessary to develop or start business activity. Its most valuable part consists of the results of the **research** conducted among the management of companies engaged in dietary supplements trade in Romania.

The report examines **current position** of the dietary supplements market in Romania and provides **forecasts** for years 2010-2012. **Profiles** of the largest players have been included in the report, covering their **financial results**. **Regulatory affects** and **obstacles** that could influence the market are described as well.

The publication outlines following **distribution channels** – pharmacies, retail shops and internet sales – which **percentage shares** are presented in total market value. In addition to the report, there is a **directory of over 100 companies** operating in the dietary supplements market in Romania.

## Key report sections:

- overview of Romanian dietary supplements market, including:
  - ◆ key events and trends, development forecasts for 2012
  - ◆ size of the dietary supplements market
  - ◆ shares of the individual distribution channels in total market value
  
- analysis of individual categories of dietary supplements
- best-selling dietary supplements
- key players on the Romanian dietary supplements market
- regulatory environment and key regulatory changes

### Results of the research conducted on dietary supplements market players

A survey conducted by PMR Research among the management of companies engaged in dietary supplements trade in Romania. The aim of the survey was to gather information on the current situation on the Romanian dietary supplements market, its development prospects. It also revealed the major inhibitors to the expansion of this market and key factors that could help to improve the situation on this market in Romania.

### Dietary Supplements Market Directory Romania 2010

Directory of over 100 companies (distributors, producers, importers) operating in the dietary supplements market in Romania, that includes company name, company address, phone number, fax number, e-mail address and website.

## PMR MarketInsight Methodology

This report was prepared using PMR MarketInsight methodology developed by PMR which assists in the complex preparation of industry reports.

[Read more about PMR MarketInsight »](#)

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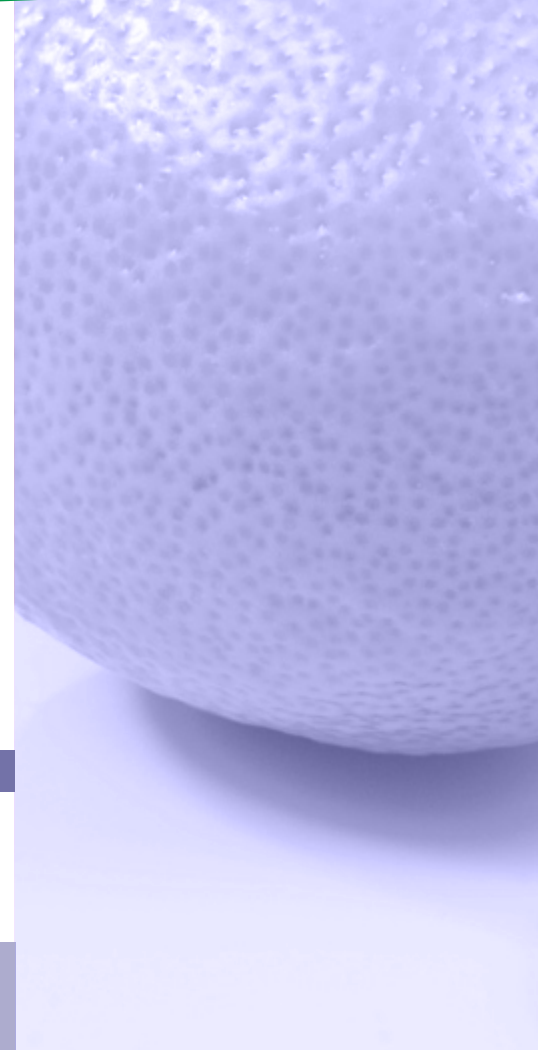
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