

Vitamins in Singapore

Market Direction | 2022-09-20 | 23 pages | Euromonitor

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Report description:

Local public service campaigns extolling the multiple benefits of vitamin C, including immune-boosting properties, continue to drive up demand in Singapore, leading to a marginal rise in the average unit price in 2021. Although vitamin C is unlikely to revisit the impressive double-digit retail volume growth recorded in 2020 following the emergence of the pandemic, demand continues to rise above the average rate for single vitamins in 2022 as many local consumers perceive this as a pantry staple...

Euromonitor International's Vitamins in Singapore report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 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 IN SINGAPORE

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Public service campaigns extolling benefits of vitamin C drive up demand

Single vitamins in mass market mainly compete on price points and provenance

Multivitamins outperforms single vitamins due to higher perceived value

PROSPECTS AND OPPORTUNITIES

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