

Vitamins in China

Market Direction | 2022-09-27 | 24 pages | Euromonitor

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Report description:

Vitamins has considerably benefited from the pandemic as consumers looked to support their immune systems and general health and wellbeing as part of the preventive health trend, leading to greater demand in 2020 and 2021. While retail volume growth of the category is set to marginally slow in 2022 in comparison, demand remains solid. Chinese consumers' growing awareness of vitamins with consistent market education by brands and manufacturers is also supporting further demand, even under the imp...

Euromonitor International's Vitamins in China 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.

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