

Vitamins in Brazil

Market Direction | 2022-10-07 | 28 pages | Euromonitor

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Report description:

After the boom in sales seen during the COVID-19 pandemic, the growth of vitamins is set to stabilise and grow at a more moderate pace in 2022. The positive performance in current value terms will mainly be driven by single vitamins, with a clear lead for vitamin C in terms of both sales and growth. Consumed mainly in tablet or effervescent formats, vitamin C is historically the favourite vitamin of Brazilians; in 2022 it accounted for nearly two thirds of overall sales of single vitamins in val...

Euromonitor International's Vitamins in Brazil 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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Table of Contents:

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List Of Contents And Tables

VITAMINS IN BRAZIL

KEY DATA FINDINGS

2022 DEVELOPMENTS

Vitamins sees a slowdown in growth, with sales stabilising at a higher level than pre-pandemic

Bayer retains leadership, but pricing and acquisition strategies intensify the competitive landscape

AI brings personalisation and e-commerce gives more visibility to new brands

PROSPECTS AND OPPORTUNITIES

Income and population growth may expand sales of vitamins in the forecast period

National programme encourages vitamin A supplementation, and increase in vegans could boost demand for vitamin B

Vitamins with beauty positioning use the gummy format to gain traction

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 BRAZIL

EXECUTIVE SUMMARY

Consumer health in 2022: The big picture

New ways of consuming vitamins emerge, and probiotics are highlighted in preventative care

Spin-offs, mergers and acquisitions mark the Brazilian competitive landscape

The advance of pharmacies continues, but could be pressured by the entry of a new distribution channel

Open health, personalisation and logistical issues emerge as important shifts on the horizon

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

Table 15 Distribution of Consumer Health by Format and Category: % Value 2022

Table 16 Forecast Sales of Consumer Health by Category: Value 2022-2027

Table 17 □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

Summary 1 OTC: Switches 2021-2022

DISCLAIMER

DEFINITIONS

SOURCES

Summary 2 Research Sources

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