

## Vitamins in New Zealand

Market Direction | 2022-10-13 | 24 pages | Euromonitor

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### **Report description:**

A tough influenza season coupled with a new wave of COVID-19 following the lifting of New Zealand's restrictions has seen consumers flocking to pharmacies for remedies to boost their immunity, with this providing a boost to sales of vitamins in 2022. New Zealand has been slower to recover from the Omicron variant which hit the country in February/March 2022, with this being attributed to various factors including the slow uptake of the booster jab. With infection rates rising many consumers look...

Euromonitor International's Vitamins in New Zealand 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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#### KEY DATA FINDINGS

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Sharp rise in flu and COVID-19 cases boosts demand for immunity-boosting vitamins

Go Healthy New Zealand launches new range to compete with practitioner-only products

Berocca retains the lead while new draft bill is set to impact product claims

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