

## **Vitamins in Australia**

Market Direction | 2022-11-15 | 25 pages | Euromonitor

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### **Report description:**

Demand for vitamins during the pandemic was supported by consumers looking to enhance their immune systems and maintain general good health, while retailers looked to stock up as a contingency for additional disruptions in the supply chain, a trend that has been affecting several industries in Australia. Demand for the category, driven by single vitamins, started to notably decline in 2021, due to restrictions on international travellers and overseas students, while daigou traders and small expo...

Euromonitor International's Vitamins in Australia 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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