

## **Amway Corp in Consumer Health (World)**

Global Strategy | 2023-02-23 | 37 pages | Euromonitor

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### **Report description:**

Amway is the largest direct selling company in vitamins and dietary supplements globally. A pioneer of innovations, it distributes its Nutrilite premium assortments at comparatively high prices. The company faces rising pressure from other players offering wider assortments of dietary supplements at lower prices which appeal during economically unfavourable years. The company is further investing into scientific research and digital technologies as a competitive manoeuvre to halt this advance.

Euromonitor International's Amway Corp in Consumer Health (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Consumer Health industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Consumer Health 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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