

## **Vitamins in the US**

Market Direction | 2023-09-21 | 29 pages | Euromonitor

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### **Report description:**

Vitamins is set to maintain current value growth in 2023, and is also expected to continue to see steady growth over the forecast period. Sales are benefiting from consumers taking a more holistic approach to their health, with many people placing an emphasis on prevention rather than cure. However, soaring inflation is also affecting demand, as rising retail prices have been exerting downwards pressure on consumers' purchasing power. Some consumers are expected to reduce their volume consumption...

Euromonitor International's Vitamins in USA report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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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