

Vitamins in China

Market Direction | 2024-09-18 | 22 pages | Euromonitor

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Report description:

After the surge in demand for vitamins in China in 2022, related to the reopening of the country after COVID-19 restrictions, vitamins experienced a slight retail current value decline in 2023, primarily driven by corrections for multivitamins and vitamin C. However, in 2024 vitamins is set to stabilise and return to a more normal growth trajectory. Low single-digit retail current value growth is expected overall - a trend which is expected to persist. Multivitamins, as an entry-level health sup...

Euromonitor International's Vitamins in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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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