

Vitamins in New Zealand

Market Direction | 2024-09-18 | 23 pages | Euromonitor

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Report description:

The New Zealand market continues to feel the impact of the ongoing cost-of-living crisis, with consumer confidence in spending on non-discretionary categories remaining low. Vitamins is therefore expected to experience another year of weak retail volume growth compared with pre-pandemic rates. This is because prices are high and continuing to rise due to the broader inflationary pressures affecting New Zealand since COVID-19 first hit the country. Consequently, this has driven up value growth wi...

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 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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VITAMINS IN NEW ZEALAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Price rises drive value growth, while volume growth is weak amidst ongoing cost-of-living crisis
Multivitamins shifts from a generalised to a personalised approach, concentrating on specific health concerns
Vitamins embrace an enjoyable consumption experience

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