

Vitamins in the United Kingdom

Market Direction | 2024-09-18 | 27 pages | Euromonitor

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Report description:

Despite a third consecutive year of retail volume decline in 2024, demand for vitamins in the UK remains above pre-pandemic levels. The sluggish performance in recent years can be partly attributed to growing consumer preference for combination dietary supplements, due to the perception that the latter's range of ingredients provides specific or stronger benefits.

Euromonitor International's Vitamins in United Kingdom 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 THE UNITED KINGDOM

KEY DATA FINDINGS

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