

## **Vitamins in the US**

Market Direction | 2024-09-17 | 29 pages | Euromonitor

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### **Report description:**

Vitamins is projected to continue to see slow and steady retail current value growth in the US in 2024. This increase in sales is a result of consumers shifting towards a more holistic approach to healthcare, focusing on prevention rather than treatment. Inflation is hampering demand, as retail prices are on the rise, and consumers are feeling the squeeze on their purchasing power. Nevertheless, Euromonitor International's Health and Nutrition Survey, fielded January to February 2024, revealed t...

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 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 US

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