

## **Vitamins in Australia**

Market Direction | 2024-09-26 | 25 pages | Euromonitor

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### **Report description:**

Demand for vitamins in Australia continues to rise strongly in 2024, with double-digit growth recorded by both single and multivitamin preparations. This highlights how health and wellness is a key focus of Australian consumers and those who are able to spend additional money on maintaining their general wellbeing through supplementation are willing to do so despite recent price increases. While single vitamins holds higher value share, multivitamins has been gaining considerable momentum as som...

Euromonitor International's Vitamins in Australia 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.

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VITAMINS IN AUSTRALIA

KEY DATA FINDINGS

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Both single and multivitamins record double-digit volume growth in 2024

Vitamin B leverages anti-stress and anxiety benefits to consumers

Products targeting women's health and their specific needs a focus area for brands

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Self-medication/self-care and preventive medicine

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