

## 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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## List Of Contents And Tables

### VITAMINS IN AUSTRALIA

#### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

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

#### PROSPECTS AND OPPORTUNITIES

Positive outlook for vitamins as demand for health products expected to remain high

Consumers expected to persist with traditional capsule format for best value

Ageing population creates more opportunities for multivitamin positioning

#### CATEGORY DATA

Table 1 Sales of Vitamins by Category: Value 2019-2024

Table 2 Sales of Vitamins by Category: % Value Growth 2019-2024

Table 3 Sales of Multivitamins by Positioning: % Value 2019-2024

Table 4 NBO Company Shares of Vitamins: % Value 2020-2024

Table 5 LBN Brand Shares of Vitamins: % Value 2021-2024

Table 6 Forecast Sales of Vitamins by Category: Value 2024-2029

Table 7 Forecast Sales of Vitamins by Category: % Value Growth 2024-2029

### CONSUMER HEALTH IN AUSTRALIA

#### EXECUTIVE SUMMARY

Consumer health in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer health?

#### MARKET INDICATORS

Table 8 Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024

Table 9 Life Expectancy at Birth 2019-2024

#### MARKET DATA

Table 10 Sales of Consumer Health by Category: Value 2019-2024

Table 11 Sales of Consumer Health by Category: % Value Growth 2019-2024

Table 12 NBO Company Shares of Consumer Health: % Value 2020-2024

Table 13 LBN Brand Shares of Consumer Health: % Value 2021-2024

Table 14 Penetration of Private Label in Consumer Health by Category: % Value 2019-2024

Table 15 Distribution of Consumer Health by Format: % Value 2019-2024

Table 16 Distribution of Consumer Health by Format and Category: % Value 2024

Table 17 Forecast Sales of Consumer Health by Category: Value 2024-2029

Table 18 Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

#### APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

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