

Global Vitamin and Supplements Market: Trends & Opportunities (2015-2019)

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Abstracts

Scope of the report

The report titled “Global Vitamin and Supplements Market: Trends and Opportunities (2015-2019)” provides an insight into the vitamin and vitamin supplements market world-wide with focus on present market size and growth expected in the near future. The report analyzes the key vitamins – Vitamin B, Vitamin C, Vitamin D and Multi-Vitamins. The report also assesses the sizing and growth of vitamin markets in the US, UK, China, India and Japan. Further, the report also discusses key factors driving growth of the industry, major trends and challenges faced by manufacturers of vitamin and vitamin supplements. Also, major vitamin producers like DSM, Amway, Pfizer and Vitamin Shoppe are analyzed in the report.

Coverage of Vitamins

Water-soluble Vitamins

Vitamin B

Vitamin C

Fat-soluble Vitamins

Vitamin A

Vitamin D

Vitamin E

Country Coverage

USA

UK

Japan

China

India

Company coverage

DSM

Amway

Vitamin Shoppe

Pfizer

Executive Summary

As the proportion of ageing population in the world is increasing and as the lifestyles are modifying, the nutritional intake of people is decreasing. In the growing age of fast-food, to maintain the nutritional needs vitamin supplements have become a necessity. More than 60% of the population consumes vitamins on daily basis. Vitamins are of two types depending upon how they are absorbed by the body, namely water-soluble and fat-soluble. Vitamin B and C come under the water-soluble category as they do not get stored inside the body for a long time and are expelled with urine whereas vitamin A, D and E come under the category of fat-soluble vitamins as they get stored with the fats in the body.

Deficiency of different vitamins and the overdose of various vitamin supplements can cause various diseases and permanent damages. The amount of various vitamins in multivitamin supplements varies from one company to the other.

The major growth drivers for the vitamin industry include the increased per-capita income and increased health awareness among people. As the people are getting more aware about taking care of their health, they are giving more importance to these supplements to prevent various deficiencies. Moreover, with ageing it becomes difficult for a body to absorb vitamins directly from the normal food and hence these supplements become a necessity. Online retailing of these supplements has further increased accessibility and has increased the customer base and it has also increased the convenience of buying.

The vitamin industry also faces various challenges like the shift of preferences towards herbal supplements and Ayurveda. The herbal supplements are considered to be healthier and are therefore trusted more by the people. Moreover, the manufacturing of vitamin supplements is not uniform and strict rules are not followed for production. These supplements deal with the health of the customers and hence proper production techniques should be designed.

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