

# Vitamins in Hong Kong, China

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## Abstracts

Vitamins is set to record a dynamic current value rebound in 2022, after seeing a significant decline in 2020 and only slow growth in 2021, due to the absence of tourist spending. Growth in 2022 has been driven by increased interest in products that are believed to keep local consumers healthy. With tourists unable to come to Hong Kong, brands have shifted their strategies to tap into the domestic market, with local consumers now the main target. The impact of the COVID-19 pandemic has led to an...

Euromonitor International's Vitamins in Hong Kong, China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 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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