

Vitamins in India

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Abstracts

Vitamins is set to maintain consistent solid current value growth in India in 2023. The pandemic accelerated the growth of vitamins in India, as consumers began to better understand the importance of health and wellness. This trend has continued, and is aiding the growth of the category. According to Euromonitor International's Voice of the Consumer: Health and Nutrition survey, 35% of respondents in India took health supplements/vitamins almost daily in 2023, a rise from 27% in 2022. As more in...

Euromonitor International's Vitamins in India report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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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Euromonitor International
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