

Vitamins in Japan

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Abstracts

Sales of multivitamins and single vitamins in Japan have continued to grow in current value terms in 2023, reflecting the ongoing consumer interest in healthy living. Multivitamins are seen as an easy and convenient way for consumers to address their concerns about nutrient deficiencies, but those who are more familiar with supplements tend to take single vitamins that meet their specific needs. Vitamin C continues to be the most popular and dynamic category within single vitamins due to its wel...

Euromonitor International's Vitamins in Japan 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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