

# Vitamins in the United Kingdom

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## Abstracts

Value sales of vitamins have rebounded in 2023, recording growth for the first time since 2021. Although value growth is much weaker than at the height of the pandemic, and overall retail volume sales are continuing to decline, demand remains above 2019 levels, as local consumers continue to take a preventative care approach to maintain and improve their health, as well as avoid illness.

Euromonitor International's Vitamins in United Kingdom 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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