

Vitamins and Dietary Supplements: Trends and Prospects 2013

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Abstracts

Preventative health and wellness trends are generating revenue opportunities for companies selling vitamins and dietary supplements. While regulatory oversight is becoming more stringent, education resources for consumers are improving as well. Both retailers and manufacturers are capitalising on the popularity of wellness to drive growth and create more balanced portfolios to overcome the potential challenges from regulatory limitations on health claims and shifts to healthier diets.

Euromonitor International's Vitamins and Dietary Supplements: Trends and Prospects 2013 global briefing examines the size, growth trends and potential opportunities in the Consumer Health market. The strategic analyses include assessing the impacts of changing regulations, research breakthroughs and public health concerns on both the market and leading companies. Consumer attitudes towards the products and their personal healthcare needs are also explored.

Product coverage: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Consumer Health 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.

Contents

Introduction
Forces Shaping VDS Performance
Global Performance Overview
Regional Overview
Innovation Insights
The Consumer Experience in VDS
The consumer Experience in VDS
Beyond 2013 expectations
Beyond 2013 Expectations
Report Definitions

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