

## Vitamins and Dietary Supplements in Canada

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Slowed growth in vitamins and dietary supplements reflects changing consumer attitudes. Canadians are still amongst the global leaders in vitamin and dietary supplement use, as the CBC news reports that three out of four Canadians take vitamins or supplements, but they increasingly question the benefits of taking such products. Scientific studies have questioned the necessity of vitamins and dietary supplements. Health Canada acknowledges 'weak evidence' for approving herbal and vitamin supplements.

Euromonitor International's Vitamins and Dietary Supplements in Canada report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2011-2015, allowing you to identify the sectors driving growth. Forecasts to 2020 illustrate how the market is set to change.

**Product coverage:** Dietary Supplements, Paediatric Vitamins and Dietary Supplements, Tonics, 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 and Dietary Supplements 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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