

Vitamins and Dietary Supplements in Canada

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Abstracts

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 suppleme...

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.

Contents

Headlines

Trends

Vitamins

Dietary Supplements

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Vitamins and Dietary Supplements by Category: Value 2011-2016

Table 2 Sales of Vitamins and Dietary Supplements by Category: % Value Growth 2011-2016

Table 3 Sales of Dietary Supplements by Positioning: % Value 2011-2016

Table 4 Sales of Fish Oils/Omega Fatty Acids by Type: % Value 2011-2016

Table 5 Sales of Paediatric Vitamins and Dietary Supplements by Type: % Value 2013-2016

Table 6 Sales of Tonics by Positioning: % Value 2013-2016

Table 7 Sales of Multivitamins by Positioning: % Value 2011-2016

Table 8 NBO Company Shares of Vitamins and Dietary Supplements: % Value 2012-2016

Table 9 LBN Brand Shares of Vitamins and Dietary Supplements: % Value 2013-2016

Table 10 LBN Brand Shares of Vitamins: % Value 2013-2016

Table 11 LBN Brand Shares of Dietary Supplements: % Value 2013-2016

Table 12 Forecast Sales of Vitamins and Dietary Supplements by Category: Value 2016-2021

Table 13 Forecast Sales of Vitamins and Dietary Supplements by Category: % Value Growth 2016-2021

Summary 1 Dietary Supplements by Positioning 2016

Summary 2 Multivitamins by Positioning 2016

Bayer Inc in Consumer Health (canada)

Strategic Direction

Key Facts

Summary 3 Bayer Inc: Key Facts

Competitive Positioning

Summary 4 Bayer Inc: Competitive Position 2016

Jamieson Laboratories Ltd in Consumer Health (canada)

Strategic Direction

Key Facts

Summary 5 Jamieson Laboratories Ltd: Key Facts

Competitive Positioning

Summary 6 Jamieson Laboratories Ltd: Competitive Position 2016

Valeant Pharmaceuticals Inc in Consumer Health (canada)

Strategic Direction

Key Facts

Summary 7 Valeant Pharmaceuticals Inc: Key Facts

Competitive Positioning

Summary 8 Valeant Pharmaceuticals Inc: Competitive Position 2016

Wn Pharmaceuticals Ltd in Consumer Health (canada)

Strategic Direction

Key Facts

Summary 9 WN Pharmaceuticals Ltd: Key Facts

Competitive Positioning

Summary 10 WN Pharmaceuticals Ltd: Competitive Position 2016

Executive Summary

Consumer Health Maintains Growth in 2016

Digestive Care Products Based on Probiotic Supplements Continue To Drive Growth

Vitamins and Dietary Supplements Remains Fragmented

Changing Distribution

Stagnant Growth Ahead

Key Trends and Developments

Spray Formats Is A New Convenient Way To Take Vitamins and Supplements

Ageing Population Continues To Drive Sales

Digestive Care Products Lead the Growth of Consumer Health

Market Indicators

Table 14 Consumer Expenditure on Health Goods and Medical Services: Value 2011-2016

Table 15 Life Expectancy at Birth 2011-2016

Market Data

Table 16 Sales of Consumer Health by Category: Value 2011-2016

Table 17 Sales of Consumer Health by Category: % Value Growth 2011-2016

Table 18 NBO Company Shares of Consumer Health: % Value 2012-2016

Table 19 LBN Brand Shares of Consumer Health: % Value 2013-2016

Table 20 Penetration of Private Label in Consumer Health by Category: % Value 2011-2016

Table 21 Distribution of Consumer Health by Format: % Value 2011-2016

Table 22 Distribution of Consumer Health by Format and Category: % Value 2016

Table 23 Forecast Sales of Consumer Health by Category: Value 2016-2021

Table 24 Forecast Sales of Consumer Health by Category: % Value Growth

2016-2021

Appendix

OTC Registration and Classification

Vitamins and Dietary Supplements Registration and Classification

Self-medication/self-care and Preventive Medicine

Switches

Summary 11 OTC: Switches 2014-2016

Sources

Summary 12 Research Sources

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