

# Vitamins and Dietary Supplements in Hong Kong, China

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## Abstracts

Due to the increasing health-consciousness of consumers in Hong Kong, vitamins and dietary supplements continued to record a positive performance in current value terms in 2016. With rising disposable incomes, people in Hong Kong were more willing to spend on premium food such as organic meat and vegetables, and opted for fortified/functional food and beverages with added vitamins, minerals and other healthy ingredients, in order to get more nutrients from these quality foods.

Euromonitor International's Vitamins and Dietary Supplements in Hong Kong, China 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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Consumer Health Performs Well in Value Terms

Consumers Are Seeking Natural Ingredients

International Manufacturers Maintain Their Dominance, But Are Gradually Losing Ground

Drugstores/parapharmacies Remains the Leading Distribution Channel

Steady Growth Will Continue Into the Forecast Period

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