

Vitamins and Dietary Supplements in Indonesia

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Abstracts

Vitamins and dietary supplements continued to record healthy double-digit current retail value growth in 2010, with sales being boosted by the increasing popularity of preventive medicine, especially amongst middle and upper income consumers. In addition, increased coverage of vitamins and dietary supplements in the mass media via articles and advertisements as well as new product launches also helped to boost sales during 2010.

Euromonitor International's Vitamins and Dietary Supplements in Indonesia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2006-2010, allowing you to identify the sectors driving growth. Forecasts to 2015 illustrate how the market is set to change.

Product coverage: Child-Specific Vitamins and Dietary Supplements, Dietary Supplements, Tonics and Bottled Nutritive Drinks, 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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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