

# Vitamins and Dietary Supplements in Singapore

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## Abstracts

Increasingly hectic lifestyles and busy work schedules have seen consumers eat out more often, with this in turn often leading to over-indulgence in meals which are often unbalanced in terms of nutrition. However, with higher levels of education and greater health awareness thanks to social media and government efforts, consumers are becoming increasingly health-conscious. These factors continued to drive demand for vitamins and dietary supplements in Singapore in 2016.

Euromonitor International's Vitamins and Dietary Supplements in Singapore 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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Vitamins and Dietary Supplements Registration and Classification

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