

# Vitamins and Dietary Supplements Regulation Update

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## Abstracts

The rising popularity of vitamins and dietary supplements continues to improve the health of many people. Concerns regarding product safety, efficacy and deceptive advertising practices are causing regulatory agencies to take a deeper look, and to revise the regulations for such products. Adequate and reliable consumer education on the benefits and risks of supplements is required as an ageing population is expected to support future sales.

Euromonitor International's Vitamins and Dietary Supplements Regulation Update global briefing examines the size, growth trends and potential opportunities in the Vitamins and Dietary Supplements market. The strategic analyses include assessing the impacts of changing regulations, research breakthroughs and public health concerns on both the market and leading companies. Consumer attitudes towards the products and their personal healthcare needs are also explored.

**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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