

## Vitamins and Dietary Supplements in Spain

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Similar to what is already happening in other EU countries, there is an increasing interest in Spain in health and wellness, which is benefitting sales of vitamins and dietary supplements to an extent. Consumers are taking an increasingly proactive approach to their health and are seeking to improve underlying conditions rather than merely treating the symptoms. This is especially the case for those consumers over 50.

Euromonitor International's Vitamins and Dietary Supplements in Spain 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.

### Table of Content

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: Brand Ranking by Positioning 2016
- Summary 2 Multivitamins: Brand Ranking by Positioning 2016
- Arkopharma SA in Consumer Health (spain)
- Strategic Direction
- Key Facts
  - Summary 3 Arkopharma SA: Key Facts
- Competitive Positioning
  - Summary 4 Arkopharma SA: Competitive Position 2016
- Bayer Hispania SA in Consumer Health (spain)
- Strategic Direction
- Key Facts
  - Summary 5 Bayer Hispania SL: Key Facts
  - Summary 6 Bayer Hispania SL: Operational Indicators
- Competitive Positioning
  - Summary 7 Bayer Hispania SA: Competitive Position 2016
- Executive Summary
- Economic Recovery Helps in Search of Healthy Lifestyles
- No Surprises in the Spanish Competitive Landscape
- Online Sales Did Not Surprise the Industry
- Outlook More Positive
- Key Trends and Developments
- Economic Recovery Supports Sales
- Overweight Spaniards Want To Look Thin and Be Healthy
- Herbal Ingredients Gaining Ground
- 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 8 OTC: Switches 2014-2016
  - Definitions
  - Sources

## Summary 9 Research Sources

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