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# Vitamins and Dietary Supplements in Vietnam

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## Abstracts

In 2016, consumers became increasingly aware of the significant role that vitamins and dietary supplements can play in their lives and this trend has grown strongly due to the improved economic performance and increase in living standards. Instead of addressing the issue after becoming ill, more Vietnamese people are willing to purchase more vitamins and dietary supplements in order to improve their health and immune systems. Moreover, a higher polluted environment and more stressful lives also...

Euromonitor International's Vitamins and Dietary Supplements in Vietnam 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.

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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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