

# The 2023-2028 Outlook for Vitamins, Supplements, and Medicines in the United States

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## Abstracts

This study covers the latent demand outlook for vitamins, supplements, and medicines across the states and cities of the United States. Latent demand (in millions of U.S. dollars), or potential industry earnings (P.I.E.) estimates are given across some 12,600 cities in the United States. For each city in question, the percent share the city is of its state and of the United States as a whole is reported. These comparative benchmarks allow the reader to quickly gauge a city vis-à-vis others. This statistical approach can prove very useful to distribution and/or sales force strategies. Using econometric models which project fundamental economic dynamics within each state and city, latent demand estimates are created for vitamins, supplements, and medicines. This report does not discuss the specific players in the market serving the latent demand, nor specific details at the product level. The study also does not consider short-term cyclicalities that might affect realized sales. The study, therefore, is strategic in nature, taking an aggregate and long-run view, irrespective of the players or products involved.

In this report we define the sales of vitamins, supplements, and medicines as including all commonly understood products falling within this broad category, such as combined and individual vitamin, mineral, and herbal supplement formulas; herbal tonics; beverages enhanced with vitamins and dietary supplements; pain-relieving medications which are not combined with other medicinal products; antihistamines, throat lozenges, and decongestants; digestion aids, such as laxatives and medications for the relief from heartburn, indigestion, diarrhea, and upset stomach; medicated skin care for treatment of acne, fungus, parasites, and other skin ailments; vitamins and supplements; smoking cessation aids; eye and ear care; adult oral hygiene products; sleeping aids, and first aid products; powders, liquids, and bars formulated to aid athletic endurance, strength, energy, and weight gain; supplements, bars, ready-to-drink beverages, and drink powders designed to aid weight loss or weight management; and and alternative

medicine products such as herbs and teas to heal and relieve illness and ailments, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include Advil, Alka Seltzer, Bayer, Benadryl, Centrum, Cold Snap, Ex-lax, First Endurance, Halls, Hi-Ener-G, Johnson & Johnson, Mega T, Nicoderm, Pepcid AC, Pepto-Bismol, Slim-Fast, Twinlab, and Tylenol. In addition to the sources indicated, additional information available to the public via news and/or press releases published by players in the industry was considered in defining and calibrating this category. All figures are in a common currency (U.S. dollars, millions) and are not adjusted for inflation (i.e., they are current values). Exchange rates used to convert to U.S. dollars are averages for the year in question. Future exchange rates are assumed to be constant in the future at the current level (the average of the year of this publication's release in 2022).

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