

# Global Vitamin & Mineral Supplements Industry Research Report, Competitive Landscape, Market Size, Regional Status and Prospect

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## Abstracts

The report combines extensive quantitative analysis and exhaustive qualitative analysis, ranges from a macro overview of the total market size, industry chain, and market dynamics to micro details of segment markets by type, application and region, and, as a result, provides a holistic view of, as well as a deep insight into the Vitamin & Mineral Supplements market covering all its essential aspects.

For the competitive landscape, the report also introduces players in the industry from the perspective of the market share, concentration ratio, etc., and describes the leading companies in detail, with which the readers can get a better idea of their competitors and acquire an in-depth understanding of the competitive situation. Further, mergers & acquisitions, emerging market trends, the impact of COVID-19, and regional conflicts will all be considered.

In a nutshell, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the market in any manner.

Key players in the global Vitamin & Mineral Supplements market are covered in Chapter 9:

The Nature's Bounty Co  
Nature's Way Products, LLC  
Nu Skin Enterprises, Inc  
Herbalife Nutrition Ltd  
Amway Corp

Otsuka Holdings Co  
Glanbia PLC  
Bayer AG  
Abbott Laboratories  
GlaxoSmithKline plc

In Chapter 5 and Chapter 7.3, based on types, the Vitamin & Mineral Supplements market from 2017 to 2027 is primarily split into:

Vitamin  
Mineral  
Blends

In Chapter 6 and Chapter 7.4, based on applications, the Vitamin & Mineral Supplements market from 2017 to 2027 covers:

Supermarkets & Hypermarkets  
Specialty Stores  
Non-Store-Based  
Others

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historical data and forecast (2017-2027) of the following regions are covered in Chapter 4 and Chapter 7:

United States  
Europe  
China  
Japan  
India  
Southeast Asia  
Latin America  
Middle East and Africa

Client Focus

1. Does this report consider the impact of COVID-19 and the Russia-Ukraine war on the Vitamin & Mineral Supplements market?

Yes. As the COVID-19 and the Russia-Ukraine war are profoundly affecting the global supply chain relationship and raw material price system, we have definitely taken them into consideration throughout the research, and in Chapters 1.7, 2.7, 4.X.1, 7.5, 8.7, we elaborate at full length on the impact of the pandemic and the war on the Vitamin & Mineral Supplements Industry.

2. How do you determine the list of the key players included in the report?

With the aim of clearly revealing the competitive situation of the industry, we concretely analyze not only the leading enterprises that have a voice on a global scale, but also the regional small and medium-sized companies that play key roles and have plenty of potential growth.

Please find the key player list in Summary.

3. What are your main data sources?

Both Primary and Secondary data sources are being used while compiling the report.

Primary sources include extensive interviews of key opinion leaders and industry experts (such as experienced front-line staff, directors, CEOs, and marketing executives), downstream distributors, as well as end-users.

Secondary sources include the research of the annual and financial reports of the top companies, public files, new journals, etc. We also cooperate with some third-party databases.

Please find a more complete list of data sources in Chapters 11.2.1 & 11.2.2.

4. Can I modify the scope of the report and customize it to suit my requirements?

Yes. Customized requirements of multi-dimensional, deep-level and high-quality can help our customers precisely grasp market opportunities, effortlessly confront market challenges, properly formulate market strategies and act promptly, thus to win them sufficient time and space for market competition.

Outline

Chapter 1 mainly defines the market scope and introduces the macro overview of the industry, with an executive summary of different market segments ((by type, application, region, etc.), including the definition, market size, and trend of each market segment.

Chapter 2 provides a qualitative analysis of the current status and future trends of the market. Industry Entry Barriers, market drivers, market challenges, emerging markets, consumer preference analysis, together with the impact of the COVID-19 outbreak will all be thoroughly explained.

Chapter 3 analyzes the current competitive situation of the market by providing data regarding the players, including their sales volume and revenue with corresponding market shares, price and gross margin. In addition, information about market concentration ratio, mergers, acquisitions, and expansion plans will also be covered.

Chapter 4 focuses on the regional market, presenting detailed data (i.e., sales volume, revenue, price, gross margin) of the most representative regions and countries in the world.

Chapter 5 provides the analysis of various market segments according to product types, covering sales volume, revenue along with market share and growth rate, plus the price analysis of each type.

Chapter 6 shows the breakdown data of different applications, including the consumption and revenue with market share and growth rate, with the aim of helping the readers to take a close-up look at the downstream market.

Chapter 7 provides a combination of quantitative and qualitative analyses of the market size and development trends in the next five years. The forecast information of the whole, as well as the breakdown market, offers the readers a chance to look into the future of the industry.

Chapter 8 is the analysis of the whole market industrial chain, covering key raw materials suppliers and price analysis, manufacturing cost structure analysis, alternative product analysis, also providing information on major distributors, downstream buyers, and the impact of COVID-19 pandemic.

Chapter 9 shares a list of the key players in the market, together with their basic information, product profiles, market performance (i.e., sales volume, price, revenue, gross margin), recent development, SWOT analysis, etc.

Chapter 10 is the conclusion of the report which helps the readers to sum up the main findings and points.

Chapter 11 introduces the market research methods and data sources.

Years considered for this report:

Historical Years: 2017-2021

Base Year: 2021

Estimated Year: 2022

Forecast Period: 2022-2027

## Contents

### 1 VITAMIN & MINERAL SUPPLEMENTS MARKET OVERVIEW

- 1.1 Product Overview and Scope of Vitamin & Mineral Supplements Market
- 1.2 Vitamin & Mineral Supplements Market Segment by Type
  - 1.2.1 Global Vitamin & Mineral Supplements Market Sales Volume and CAGR (%) Comparison by Type (2017-2027)
- 1.3 Global Vitamin & Mineral Supplements Market Segment by Application
  - 1.3.1 Vitamin & Mineral Supplements Market Consumption (Sales Volume) Comparison by Application (2017-2027)
- 1.4 Global Vitamin & Mineral Supplements Market, Region Wise (2017-2027)
  - 1.4.1 Global Vitamin & Mineral Supplements Market Size (Revenue) and CAGR (%) Comparison by Region (2017-2027)
  - 1.4.2 United States Vitamin & Mineral Supplements Market Status and Prospect (2017-2027)
  - 1.4.3 Europe Vitamin & Mineral Supplements Market Status and Prospect (2017-2027)
  - 1.4.4 China Vitamin & Mineral Supplements Market Status and Prospect (2017-2027)
  - 1.4.5 Japan Vitamin & Mineral Supplements Market Status and Prospect (2017-2027)
  - 1.4.6 India Vitamin & Mineral Supplements Market Status and Prospect (2017-2027)
  - 1.4.7 Southeast Asia Vitamin & Mineral Supplements Market Status and Prospect (2017-2027)
  - 1.4.8 Latin America Vitamin & Mineral Supplements Market Status and Prospect (2017-2027)
  - 1.4.9 Middle East and Africa Vitamin & Mineral Supplements Market Status and Prospect (2017-2027)
- 1.5 Global Market Size of Vitamin & Mineral Supplements (2017-2027)
  - 1.5.1 Global Vitamin & Mineral Supplements Market Revenue Status and Outlook (2017-2027)
  - 1.5.2 Global Vitamin & Mineral Supplements Market Sales Volume Status and Outlook (2017-2027)
- 1.6 Global Macroeconomic Analysis
- 1.7 The impact of the Russia-Ukraine war on the Vitamin & Mineral Supplements Market

### 2 INDUSTRY OUTLOOK

- 2.1 Vitamin & Mineral Supplements Industry Technology Status and Trends
- 2.2 Industry Entry Barriers

- 2.2.1 Analysis of Financial Barriers
- 2.2.2 Analysis of Technical Barriers
- 2.2.3 Analysis of Talent Barriers
- 2.2.4 Analysis of Brand Barrier
- 2.3 Vitamin & Mineral Supplements Market Drivers Analysis
- 2.4 Vitamin & Mineral Supplements Market Challenges Analysis
- 2.5 Emerging Market Trends
- 2.6 Consumer Preference Analysis
- 2.7 Vitamin & Mineral Supplements Industry Development Trends under COVID-19 Outbreak
  - 2.7.1 Global COVID-19 Status Overview
  - 2.7.2 Influence of COVID-19 Outbreak on Vitamin & Mineral Supplements Industry Development

### **3 GLOBAL VITAMIN & MINERAL SUPPLEMENTS MARKET LANDSCAPE BY PLAYER**

- 3.1 Global Vitamin & Mineral Supplements Sales Volume and Share by Player (2017-2022)
- 3.2 Global Vitamin & Mineral Supplements Revenue and Market Share by Player (2017-2022)
- 3.3 Global Vitamin & Mineral Supplements Average Price by Player (2017-2022)
- 3.4 Global Vitamin & Mineral Supplements Gross Margin by Player (2017-2022)
- 3.5 Vitamin & Mineral Supplements Market Competitive Situation and Trends
  - 3.5.1 Vitamin & Mineral Supplements Market Concentration Rate
  - 3.5.2 Vitamin & Mineral Supplements Market Share of Top 3 and Top 6 Players
  - 3.5.3 Mergers & Acquisitions, Expansion

### **4 GLOBAL VITAMIN & MINERAL SUPPLEMENTS SALES VOLUME AND REVENUE REGION WISE (2017-2022)**

- 4.1 Global Vitamin & Mineral Supplements Sales Volume and Market Share, Region Wise (2017-2022)
- 4.2 Global Vitamin & Mineral Supplements Revenue and Market Share, Region Wise (2017-2022)
- 4.3 Global Vitamin & Mineral Supplements Sales Volume, Revenue, Price and Gross Margin (2017-2022)
- 4.4 United States Vitamin & Mineral Supplements Sales Volume, Revenue, Price and Gross Margin (2017-2022)

- 4.4.1 United States Vitamin & Mineral Supplements Market Under COVID-19
- 4.5 Europe Vitamin & Mineral Supplements Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.5.1 Europe Vitamin & Mineral Supplements Market Under COVID-19
- 4.6 China Vitamin & Mineral Supplements Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.6.1 China Vitamin & Mineral Supplements Market Under COVID-19
- 4.7 Japan Vitamin & Mineral Supplements Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.7.1 Japan Vitamin & Mineral Supplements Market Under COVID-19
- 4.8 India Vitamin & Mineral Supplements Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.8.1 India Vitamin & Mineral Supplements Market Under COVID-19
- 4.9 Southeast Asia Vitamin & Mineral Supplements Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.9.1 Southeast Asia Vitamin & Mineral Supplements Market Under COVID-19
- 4.10 Latin America Vitamin & Mineral Supplements Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.10.1 Latin America Vitamin & Mineral Supplements Market Under COVID-19
- 4.11 Middle East and Africa Vitamin & Mineral Supplements Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.11.1 Middle East and Africa Vitamin & Mineral Supplements Market Under COVID-19

## **5 GLOBAL VITAMIN & MINERAL SUPPLEMENTS SALES VOLUME, REVENUE, PRICE TREND BY TYPE**

- 5.1 Global Vitamin & Mineral Supplements Sales Volume and Market Share by Type (2017-2022)
- 5.2 Global Vitamin & Mineral Supplements Revenue and Market Share by Type (2017-2022)
- 5.3 Global Vitamin & Mineral Supplements Price by Type (2017-2022)
- 5.4 Global Vitamin & Mineral Supplements Sales Volume, Revenue and Growth Rate by Type (2017-2022)
  - 5.4.1 Global Vitamin & Mineral Supplements Sales Volume, Revenue and Growth Rate of Vitamin (2017-2022)
  - 5.4.2 Global Vitamin & Mineral Supplements Sales Volume, Revenue and Growth Rate of Mineral (2017-2022)
  - 5.4.3 Global Vitamin & Mineral Supplements Sales Volume, Revenue and Growth



Rate of Blends (2017-2022)

## **6 GLOBAL VITAMIN & MINERAL SUPPLEMENTS MARKET ANALYSIS BY APPLICATION**

6.1 Global Vitamin & Mineral Supplements Consumption and Market Share by Application (2017-2022)

6.2 Global Vitamin & Mineral Supplements Consumption Revenue and Market Share by Application (2017-2022)

6.3 Global Vitamin & Mineral Supplements Consumption and Growth Rate by Application (2017-2022)

6.3.1 Global Vitamin & Mineral Supplements Consumption and Growth Rate of Supermarkets & Hypermarkets (2017-2022)

6.3.2 Global Vitamin & Mineral Supplements Consumption and Growth Rate of Specialty Stores (2017-2022)

6.3.3 Global Vitamin & Mineral Supplements Consumption and Growth Rate of Non-Store-Based (2017-2022)

6.3.4 Global Vitamin & Mineral Supplements Consumption and Growth Rate of Others (2017-2022)

## **7 GLOBAL VITAMIN & MINERAL SUPPLEMENTS MARKET FORECAST (2022-2027)**

7.1 Global Vitamin & Mineral Supplements Sales Volume, Revenue Forecast (2022-2027)

7.1.1 Global Vitamin & Mineral Supplements Sales Volume and Growth Rate Forecast (2022-2027)

7.1.2 Global Vitamin & Mineral Supplements Revenue and Growth Rate Forecast (2022-2027)

7.1.3 Global Vitamin & Mineral Supplements Price and Trend Forecast (2022-2027)

7.2 Global Vitamin & Mineral Supplements Sales Volume and Revenue Forecast, Region Wise (2022-2027)

7.2.1 United States Vitamin & Mineral Supplements Sales Volume and Revenue Forecast (2022-2027)

7.2.2 Europe Vitamin & Mineral Supplements Sales Volume and Revenue Forecast (2022-2027)

7.2.3 China Vitamin & Mineral Supplements Sales Volume and Revenue Forecast (2022-2027)

7.2.4 Japan Vitamin & Mineral Supplements Sales Volume and Revenue Forecast

(2022-2027)

7.2.5 India Vitamin & Mineral Supplements Sales Volume and Revenue Forecast

(2022-2027)

7.2.6 Southeast Asia Vitamin & Mineral Supplements Sales Volume and Revenue Forecast (2022-2027)

7.2.7 Latin America Vitamin & Mineral Supplements Sales Volume and Revenue Forecast (2022-2027)

7.2.8 Middle East and Africa Vitamin & Mineral Supplements Sales Volume and Revenue Forecast (2022-2027)

7.3 Global Vitamin & Mineral Supplements Sales Volume, Revenue and Price Forecast by Type (2022-2027)

7.3.1 Global Vitamin & Mineral Supplements Revenue and Growth Rate of Vitamin (2022-2027)

7.3.2 Global Vitamin & Mineral Supplements Revenue and Growth Rate of Mineral (2022-2027)

7.3.3 Global Vitamin & Mineral Supplements Revenue and Growth Rate of Blends (2022-2027)

7.4 Global Vitamin & Mineral Supplements Consumption Forecast by Application (2022-2027)

7.4.1 Global Vitamin & Mineral Supplements Consumption Value and Growth Rate of Supermarkets & Hypermarkets(2022-2027)

7.4.2 Global Vitamin & Mineral Supplements Consumption Value and Growth Rate of Specialty Stores(2022-2027)

7.4.3 Global Vitamin & Mineral Supplements Consumption Value and Growth Rate of Non-Store-Based(2022-2027)

7.4.4 Global Vitamin & Mineral Supplements Consumption Value and Growth Rate of Others(2022-2027)

7.5 Vitamin & Mineral Supplements Market Forecast Under COVID-19

## **8 VITAMIN & MINERAL SUPPLEMENTS MARKET UPSTREAM AND DOWNSTREAM ANALYSIS**

8.1 Vitamin & Mineral Supplements Industrial Chain Analysis

8.2 Key Raw Materials Suppliers and Price Analysis

8.3 Manufacturing Cost Structure Analysis

8.3.1 Labor Cost Analysis

8.3.2 Energy Costs Analysis

8.3.3 R&D Costs Analysis

8.4 Alternative Product Analysis

8.5 Major Distributors of Vitamin & Mineral Supplements Analysis

8.6 Major Downstream Buyers of Vitamin & Mineral Supplements Analysis

8.7 Impact of COVID-19 and the Russia-Ukraine war on the Upstream and Downstream in the Vitamin & Mineral Supplements Industry

## **9 PLAYERS PROFILES**

9.1 The Nature's Bounty Co

9.1.1 The Nature's Bounty Co Basic Information, Manufacturing Base, Sales Region and Competitors

9.1.2 Vitamin & Mineral Supplements Product Profiles, Application and Specification

9.1.3 The Nature's Bounty Co Market Performance (2017-2022)

9.1.4 Recent Development

9.1.5 SWOT Analysis

9.2 Nature's Way Products, LLC

9.2.1 Nature's Way Products, LLC Basic Information, Manufacturing Base, Sales Region and Competitors

9.2.2 Vitamin & Mineral Supplements Product Profiles, Application and Specification

9.2.3 Nature's Way Products, LLC Market Performance (2017-2022)

9.2.4 Recent Development

9.2.5 SWOT Analysis

9.3 Nu Skin Enterprises, Inc

9.3.1 Nu Skin Enterprises, Inc Basic Information, Manufacturing Base, Sales Region and Competitors

9.3.2 Vitamin & Mineral Supplements Product Profiles, Application and Specification

9.3.3 Nu Skin Enterprises, Inc Market Performance (2017-2022)

9.3.4 Recent Development

9.3.5 SWOT Analysis

9.4 Herbalife Nutrition Ltd

9.4.1 Herbalife Nutrition Ltd Basic Information, Manufacturing Base, Sales Region and Competitors

9.4.2 Vitamin & Mineral Supplements Product Profiles, Application and Specification

9.4.3 Herbalife Nutrition Ltd Market Performance (2017-2022)

9.4.4 Recent Development

9.4.5 SWOT Analysis

9.5 Amway Corp

9.5.1 Amway Corp Basic Information, Manufacturing Base, Sales Region and Competitors

9.5.2 Vitamin & Mineral Supplements Product Profiles, Application and Specification

- 9.5.3 Amway Corp Market Performance (2017-2022)
- 9.5.4 Recent Development
- 9.5.5 SWOT Analysis
- 9.6 Otsuka Holdings Co
  - 9.6.1 Otsuka Holdings Co Basic Information, Manufacturing Base, Sales Region and Competitors
  - 9.6.2 Vitamin & Mineral Supplements Product Profiles, Application and Specification
  - 9.6.3 Otsuka Holdings Co Market Performance (2017-2022)
  - 9.6.4 Recent Development
  - 9.6.5 SWOT Analysis
- 9.7 Glanbia PLC
  - 9.7.1 Glanbia PLC Basic Information, Manufacturing Base, Sales Region and Competitors
  - 9.7.2 Vitamin & Mineral Supplements Product Profiles, Application and Specification
  - 9.7.3 Glanbia PLC Market Performance (2017-2022)
  - 9.7.4 Recent Development
  - 9.7.5 SWOT Analysis
- 9.8 Bayer AG
  - 9.8.1 Bayer AG Basic Information, Manufacturing Base, Sales Region and Competitors
  - 9.8.2 Vitamin & Mineral Supplements Product Profiles, Application and Specification
  - 9.8.3 Bayer AG Market Performance (2017-2022)
  - 9.8.4 Recent Development
  - 9.8.5 SWOT Analysis
- 9.9 Abbott Laboratories
  - 9.9.1 Abbott Laboratories Basic Information, Manufacturing Base, Sales Region and Competitors
  - 9.9.2 Vitamin & Mineral Supplements Product Profiles, Application and Specification
  - 9.9.3 Abbott Laboratories Market Performance (2017-2022)
  - 9.9.4 Recent Development
  - 9.9.5 SWOT Analysis
- 9.10 GlaxoSmithKline plc
  - 9.10.1 GlaxoSmithKline plc Basic Information, Manufacturing Base, Sales Region and Competitors
  - 9.10.2 Vitamin & Mineral Supplements Product Profiles, Application and Specification
  - 9.10.3 GlaxoSmithKline plc Market Performance (2017-2022)
  - 9.10.4 Recent Development
  - 9.10.5 SWOT Analysis

## **10 RESEARCH FINDINGS AND CONCLUSION**

## **11 APPENDIX**

11.1 Methodology

11.2 Research Data Source

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Vitamin & Mineral Supplements Product Picture  
Table Global Vitamin & Mineral Supplements Market Sales Volume and CAGR (%) Comparison by Type  
Table Vitamin & Mineral Supplements Market Consumption (Sales Volume) Comparison by Application (2017-2027)  
Figure Global Vitamin & Mineral Supplements Market Size (Revenue, Million USD) and CAGR (%) (2017-2027)  
Figure United States Vitamin & Mineral Supplements Market Revenue (Million USD) and Growth Rate (2017-2027)  
Figure Europe Vitamin & Mineral Supplements Market Revenue (Million USD) and Growth Rate (2017-2027)  
Figure China Vitamin & Mineral Supplements Market Revenue (Million USD) and Growth Rate (2017-2027)  
Figure Japan Vitamin & Mineral Supplements Market Revenue (Million USD) and Growth Rate (2017-2027)  
Figure India Vitamin & Mineral Supplements Market Revenue (Million USD) and Growth Rate (2017-2027)  
Figure Southeast Asia Vitamin & Mineral Supplements Market Revenue (Million USD) and Growth Rate (2017-2027)  
Figure Latin America Vitamin & Mineral Supplements Market Revenue (Million USD) and Growth Rate (2017-2027)  
Figure Middle East and Africa Vitamin & Mineral Supplements Market Revenue (Million USD) and Growth Rate (2017-2027)  
Figure Global Vitamin & Mineral Supplements Market Sales Volume Status and Outlook (2017-2027)  
Table Global Macroeconomic Analysis  
Figure Global COVID-19 Status Overview  
Table Influence of COVID-19 Outbreak on Vitamin & Mineral Supplements Industry Development  
Table Global Vitamin & Mineral Supplements Sales Volume by Player (2017-2022)  
Table Global Vitamin & Mineral Supplements Sales Volume Share by Player (2017-2022)  
Figure Global Vitamin & Mineral Supplements Sales Volume Share by Player in 2021  
Table Vitamin & Mineral Supplements Revenue (Million USD) by Player (2017-2022)  
Table Vitamin & Mineral Supplements Revenue Market Share by Player (2017-2022)

Table Vitamin & Mineral Supplements Price by Player (2017-2022)  
Table Vitamin & Mineral Supplements Gross Margin by Player (2017-2022)  
Table Mergers & Acquisitions, Expansion Plans  
Table Global Vitamin & Mineral Supplements Sales Volume, Region Wise (2017-2022)  
Table Global Vitamin & Mineral Supplements Sales Volume Market Share, Region Wise (2017-2022)  
Figure Global Vitamin & Mineral Supplements Sales Volume Market Share, Region Wise (2017-2022)  
Figure Global Vitamin & Mineral Supplements Sales Volume Market Share, Region Wise in 2021  
Table Global Vitamin & Mineral Supplements Revenue (Million USD), Region Wise (2017-2022)  
Table Global Vitamin & Mineral Supplements Revenue Market Share, Region Wise (2017-2022)  
Figure Global Vitamin & Mineral Supplements Revenue Market Share, Region Wise (2017-2022)  
Figure Global Vitamin & Mineral Supplements Revenue Market Share, Region Wise in 2021  
Table Global Vitamin & Mineral Supplements Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table United States Vitamin & Mineral Supplements Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table Europe Vitamin & Mineral Supplements Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table China Vitamin & Mineral Supplements Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table Japan Vitamin & Mineral Supplements Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table India Vitamin & Mineral Supplements Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table Southeast Asia Vitamin & Mineral Supplements Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table Latin America Vitamin & Mineral Supplements Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table Middle East and Africa Vitamin & Mineral Supplements Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table Global Vitamin & Mineral Supplements Sales Volume by Type (2017-2022)  
Table Global Vitamin & Mineral Supplements Sales Volume Market Share by Type (2017-2022)

Figure Global Vitamin & Mineral Supplements Sales Volume Market Share by Type in 2021

Table Global Vitamin & Mineral Supplements Revenue (Million USD) by Type (2017-2022)

Table Global Vitamin & Mineral Supplements Revenue Market Share by Type (2017-2022)

Figure Global Vitamin & Mineral Supplements Revenue Market Share by Type in 2021

Table Vitamin & Mineral Supplements Price by Type (2017-2022)

Figure Global Vitamin & Mineral Supplements Sales Volume and Growth Rate of Vitamin (2017-2022)

Figure Global Vitamin & Mineral Supplements Revenue (Million USD) and Growth Rate of Vitamin (2017-2022)

Figure Global Vitamin & Mineral Supplements Sales Volume and Growth Rate of Mineral (2017-2022)

Figure Global Vitamin & Mineral Supplements Revenue (Million USD) and Growth Rate of Mineral (2017-2022)

Figure Global Vitamin & Mineral Supplements Sales Volume and Growth Rate of Blends (2017-2022)

Figure Global Vitamin & Mineral Supplements Revenue (Million USD) and Growth Rate of Blends (2017-2022)

Table Global Vitamin & Mineral Supplements Consumption by Application (2017-2022)

Table Global Vitamin & Mineral Supplements Consumption Market Share by Application (2017-2022)

Table Global Vitamin & Mineral Supplements Consumption Revenue (Million USD) by Application (2017-2022)

Table Global Vitamin & Mineral Supplements Consumption Revenue Market Share by Application (2017-2022)

Table Global Vitamin & Mineral Supplements Consumption and Growth Rate of Supermarkets & Hypermarkets (2017-2022)

Table Global Vitamin & Mineral Supplements Consumption and Growth Rate of Specialty Stores (2017-2022)

Table Global Vitamin & Mineral Supplements Consumption and Growth Rate of Non-Store-Based (2017-2022)

Table Global Vitamin & Mineral Supplements Consumption and Growth Rate of Others (2017-2022)

Figure Global Vitamin & Mineral Supplements Sales Volume and Growth Rate Forecast (2022-2027)

Figure Global Vitamin & Mineral Supplements Revenue (Million USD) and Growth Rate Forecast (2022-2027)



Figure Global Vitamin & Mineral Supplements Price and Trend Forecast (2022-2027)

Figure USA Vitamin & Mineral Supplements Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure USA Vitamin & Mineral Supplements Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Europe Vitamin & Mineral Supplements Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Europe Vitamin & Mineral Supplements Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure China Vitamin & Mineral Supplements Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure China Vitamin & Mineral Supplements Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Japan Vitamin & Mineral Supplements Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Japan Vitamin & Mineral Supplements Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure India Vitamin & Mineral Supplements Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure India Vitamin & Mineral Supplements Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Southeast Asia Vitamin & Mineral Supplements Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Southeast Asia Vitamin & Mineral Supplements Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Latin America Vitamin & Mineral Supplements Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Latin America Vitamin & Mineral Supplements Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Middle East and Africa Vitamin & Mineral Supplements Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Middle East and Africa Vitamin & Mineral Supplements Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Table Global Vitamin & Mineral Supplements Market Sales Volume Forecast, by Type

Table Global Vitamin & Mineral Supplements Sales Volume Market Share Forecast, by Type

Table Global Vitamin & Mineral Supplements Market Revenue (Million USD) Forecast, by Type

Table Global Vitamin & Mineral Supplements Revenue Market Share Forecast, by Type

Table Global Vitamin & Mineral Supplements Price Forecast, by Type

Figure Global Vitamin & Mineral Supplements Revenue (Million USD) and Growth Rate of Vitamin (2022-2027)

Figure Global Vitamin & Mineral Supplements Revenue (Million USD) and Growth Rate of Vitamin (2022-2027)

Figure Global Vitamin & Mineral Supplements Revenue (Million USD) and Growth Rate of Mineral (2022-2027)

Figure Global Vitamin & Mineral Supplements Revenue (Million USD) and Growth Rate of Mineral (2022-2027)

Figure Global Vitamin & Mineral Supplements Revenue (Million USD) and Growth Rate of Blends (2022-2027)

Figure Global Vitamin & Mineral Supplements Revenue (Million USD) and Growth Rate of Blends (2022-2027)

Table Global Vitamin & Mineral Supplements Market Consumption Forecast, by Application

Table Global Vitamin & Mineral Supplements Consumption Market Share Forecast, by Application

Table Global Vitamin & Mineral Supplements Market Revenue (Million USD) Forecast, by Application

Table Global Vitamin & Mineral Supplements Revenue Market Share Forecast, by Application

Figure Global Vitamin & Mineral Supplements Consumption Value (Million USD) and Growth Rate of Supermarkets & Hypermarkets (2022-2027)

Figure Global Vitamin & Mineral Supplements Consumption Value (Million USD) and Growth Rate of Specialty Stores (2022-2027)

Figure Global Vitamin & Mineral Supplements Consumption Value (Million USD) and Growth Rate of Non-Store-Based (2022-2027)

Figure Global Vitamin & Mineral Supplements Consumption Value (Million USD) and Growth Rate of Others (2022-2027)

Figure Vitamin & Mineral Supplements Industrial Chain Analysis

Table Key Raw Materials Suppliers and Price Analysis

Figure Manufacturing Cost Structure Analysis

Table Alternative Product Analysis

Table Downstream Distributors

Table Downstream Buyers

Table The Nature's Bounty Co Profile

Table The Nature's Bounty Co Vitamin & Mineral Supplements Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure The Nature's Bounty Co Vitamin & Mineral Supplements Sales Volume and

## Growth Rate

Figure The Nature's Bounty Co Revenue (Million USD) Market Share 2017-2022

Table Nature's Way Products, LLC Profile

Table Nature's Way Products, LLC Vitamin & Mineral Supplements Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Nature's Way Products, LLC Vitamin & Mineral Supplements Sales Volume and Growth Rate

Figure Nature's Way Products, LLC Revenue (Million USD) Market Share 2017-2022

Table Nu Skin Enterprises, Inc Profile

Table Nu Skin Enterprises, Inc Vitamin & Mineral Supplements Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Nu Skin Enterprises, Inc Vitamin & Mineral Supplements Sales Volume and Growth Rate

Figure Nu Skin Enterprises, Inc Revenue (Million USD) Market Share 2017-2022

Table Herbalife Nutrition Ltd Profile

Table Herbalife Nutrition Ltd Vitamin & Mineral Supplements Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Herbalife Nutrition Ltd Vitamin & Mineral Supplements Sales Volume and Growth Rate

Figure Herbalife Nutrition Ltd Revenue (Million USD) Market Share 2017-2022

Table Amway Corp Profile

Table Amway Corp Vitamin & Mineral Supplements Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Amway Corp Vitamin & Mineral Supplements Sales Volume and Growth Rate

Figure Amway Corp Revenue (Million USD) Market Share 2017-2022

Table Otsuka Holdings Co Profile

Table Otsuka Holdings Co Vitamin & Mineral Supplements Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Otsuka Holdings Co Vitamin & Mineral Supplements Sales Volume and Growth Rate

Figure Otsuka Holdings Co Revenue (Million USD) Market Share 2017-2022

Table Glanbia PLC Profile

Table Glanbia PLC Vitamin & Mineral Supplements Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Glanbia PLC Vitamin & Mineral Supplements Sales Volume and Growth Rate

Figure Glanbia PLC Revenue (Million USD) Market Share 2017-2022

Table Bayer AG Profile

Table Bayer AG Vitamin & Mineral Supplements Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Bayer AG Vitamin & Mineral Supplements Sales Volume and Growth Rate

Figure Bayer AG Revenue (Million USD) Market Share 2017-2022

Table Abbott Laboratories Profile

Table Abbott Laboratories Vitamin & Mineral Supplements Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Abbott Laboratories Vitamin & Mineral Supplements Sales Volume and Growth Rate

Figure Abbott Laboratories Revenue (Million USD) Market Share 2017-2022

Table GlaxoSmithKline plc Profile

Table GlaxoSmithKline plc Vitamin & Mineral Supplements Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure GlaxoSmithKline plc Vitamin & Mineral Supplements Sales Volume and Growth Rate

Figure GlaxoSmithKline plc Revenue (Million USD) Market Share 2017-2022

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