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Analysis Report of China's Multivitamin Market

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Abstracts

Multivitamin is a vitamin product mixed of more than two kinds of single vitamins in due proportion. On a world wide scale, multivitamin is a huge market worth more than tens of billions of dollars, and China's market demand for multivitamin takes on the trend of rapid growth.

Brand concentration ratio of China's multivitamin market is very high, which can be divided into two kinds of health food whose approval numbers are "drug approval number" and "food health number", the former is represented by Gold Theragran, Centrum, Super-VITA tablets, the later is represented by Golden Partner, Happy Growth and Nutrilite. This report carries out analysis and comparison of their different brand characteristics, listing time, marketing strategy, product series and market ratio.

China's multivitamin market is more and more competitive, with large difference in target group and regional major sales channel, thus in order to exploit market of multivitamin product, it is necessary to have correct market segmentation, to manufacture differentiated products of different prescriptives; to make detailed investigation of consumer psychology in target area and existing channel proportion, thus to make different choices of key distribution; comprehensively adopt multiple publication methods or introduce knowledge marketing mode.

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