

Research Report of China Vitamin Complex Market

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Abstracts

Vitamin complex enjoys a global market of tens of billions of dollars. For China, a nation who makes up one-fifth of the world's population, the application amount of vitamin complex remains only one-tenth of that of the globe total. The current vitamin complex market, however, is expanding progressively. The growth rate of vitamin complex market posted 9.44% in 2008. From the perspective of overall market scale, the report makes comparative analysis of vitamin complex in domestic market in terms of marketing brands, sales mode and major marketing channels. In addition, by taking into consideration customer behavior, this report makes prediction about the outlook of vitamin complex market and at the same time, puts forward the strategic advice for market development.

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