

Vitamins, Minerals and Supplements - US - December 2013

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“While vitamin sales are robust, there are a few factors that could contribute to a decline in the category. As consumers continue to eat a healthier diet, the need for a separate supplement could be eliminated. Additionally, negative press about the quality and necessity of vitamins could erode usage and thus sales in the future.”
– Emily Krol, Health and Wellness Analyst

This report looks at the following areas:

- Consumers continue to eat healthier diets, which could impact the need for vitamins, minerals, and supplements
- Negative press about the effects of vitamins could erode future usage
- Vitamins are commodities, in that all products are essentially the same. How can one brand stand out over another?

Sales of vitamins, minerals, and supplements have been steadily increasing since 2008, reaching \$10.9 billion in 2013, an increase of 6.1% over the previous year. This category was one of the few to actually increase during the recession, as consumers sought to be more proactive about their health by taking products as a way to prevent ailments and illness. Vitamins and minerals account for 40% of the market of healthcare products according to Mintel's *American Lifestyles 2013: Five Years Later—US, April 2013*, by far the largest category in OTC (over-the-counter) healthcare. The outlook for the market is positive, as the ACA (Affordable Care Act) will further fuel a proactive mindset about health.

This report will review types and frequency of vitamins used. Understanding reasons people take vitamins can help marketers to increase purchase opportunities, while revealing barriers among nonusers can unveil opportunities for marketing strategies. Interest in product format innovation will also be discussed, as well as purchase location and general attitudes toward vitamins. Consumers will also be segmented into types, based on their attitudes toward vitamins.

The vitamins, minerals, and supplements market is quite fragmented without a clear market leader. Insights from this report will help marketers to develop positioning strategies to break apart from the competition. Because of the proactive consumer mindset, vitamin brands are in a prime position for growth, but negative press/consumer skepticism toward safety and effectiveness could hurt sales.

This report builds on the analysis presented in Mintel's *Vitamins and Minerals—US, December 2011*, as well as the September 2009, 2007, July 2005, and January 2003 reports of the same title.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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