

Vitamins and Supplements - UK - September 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“The ongoing consumer focus on health and the continued success of demographic-specific supplements have supported growth in the vitamins and supplements category. However, with the majority of adults questioning the health promises made, improving trust is needed if the category is to grow its market penetration.”

– **Anita Winther, Research Analyst**

This report looks at the following areas:

- **Improving trust in the benefits of VMS a priority**
- **Growing children’s usage of vitamins and supplements**
- **Personalised subscriptions could foster long-term usage and loyalty**

The ongoing focus on health among consumers and high levels of NPD has helped drive engagement with the vitamins and supplements category, while growth in demographic-specific supplements has helped drive value sales thanks to these products typically having a higher price per unit compared to generic multivitamins.

Action is needed to improve trust in the health benefits promised in the category. Personalised subscriptions could be explored as a means to foster long-term brand loyalty and nudge occasional VMS users into establishing a daily routine. Meanwhile, that many parents are uncertain about the support vitamins and supplements can give for children’s growth and development highlights scope for boosting uptake of VMS by educating parents about the value of giving these to their children.

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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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