

## Vitamins and Supplements - China - June 2013

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“The Chinese vitamins, minerals and dietary supplements market has grown solidly in the last five years. The market is being driven mainly by increased demand and diversification in retail channels. Market demand continues to rise on the back of increased awareness of health and health issues due to government policies, economic growth and changing lifestyles.”  
 – Xing Huang – Senior Research Manager

### In this report we answer the key questions:

- What is the current state of the vitamins, minerals and dietary supplements market in China and what are the trends, drivers of and barriers to growth?
- What are consumers’ behaviour and attitudes towards vitamins, minerals and dietary supplements?
- Where are the opportunities for growth in vitamins, minerals and dietary supplements?
- How can product diversification drive consumption?
- How can sales be increased through specialist stores?

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