

# Vitamins, Minerals and Supplements - US - September 2014

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“As consumers are more proactive in their health, they seek to prevent illness and disease. Although this has helped to grow vitamin, mineral, and supplement sales, recent studies have questioned the effectiveness of taking vitamins and dietary supplements, which has resulted in slowing sales and usage.”

Emily Krol, Health and Wellness Analyst

## This report looks at the following areas:

- How can VMS manufactures increase usage with younger consumers?
- A series of studies have been released questioning VMS effectiveness
- Making VMS usage a regular habit

Vitamins, minerals, and supplements make up a significant portion of the healthcare remedies market. While sales increased dramatically coming out of the recession, further growth is challenged by consumer skepticism regarding efficacy of these products.

Consumers continue to be more proactive about their health, and vitamin usage is prevalent. However, negative press regarding the safety and effectiveness of vitamins has caused some consumers to turn to other options. This report will explore general health concerns and consumer attitudes toward vitamin, mineral, and supplement usage. Additionally, the role of vitamins as preventive care will be explored.

This report builds on the analysis presented in Mintel's *Vitamins, Minerals, and Supplements – US, December 2013*, as well as the *Vitamins and Minerals – US, December 2011*, September 2009, 2007, July 2005, and January 2003 reports.

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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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