

Vitamins and Supplements - UK - September 2011

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“Over a half of adults do not take vitamins and supplements as they feel they get all the vitamins and minerals they need from their diet. Perhaps supplements manufacturers could expand their brands into foods such as vitamin and mineral enhanced cereal bars and yogurts in order to boost usage”.

– Ricky Lakhani, Personal Care Analyst

In this report we answer the key questions:

- Who are the key users of vitamins and supplements?
- What are consumers' reasons for taking vitamins and supplements, and can manufacturers better address purchasers' needs?
- What are the main reasons why consumers do not buy vitamins and supplements and how can manufacturers encourage higher usage?
- What impact will demographic changes between 2011 and 2016 have on the vitamins and supplements market?

Definition

This report covers the following vitamin and supplement sectors:

- Vitamins – multivitamins and single dose vitamins (ie vitamins A, B C, D, E etc).
- Minerals – ie iron, zinc, calcium, potassium, magnesium, copper, selenium.
- Dietary supplements - Includes supplements such as cod liver oil, fish oils, gamma-linolenic acids (GLAs), evening primrose oil, glucosamine, and herbs such as garlic, ginseng and ginger.

These products have GSL status, ie they are available on open sale in all types of outlets including grocers, pharmacies and drugstores.

Unless a medicinal claim is made for the products, vitamins and supplements are not classified as medicines and, therefore, are not subject to the Medicines Act 1968, or the Medicines for Human Use Regulations 1994. They are, however, controlled by the Food Safety Act 1990, and therefore have to be fit for human consumption.

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