

Vitamins and Supplements - UK - September 2012

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“When it comes to health and wellness today’s information-driven consumers seek advice from a number of quarters but it is recommendation that carries the highest weight influencing purchase of vitamins and supplements amongst six in ten users. With personal recommendations, or those from experts, being the biggest driver for buying vitamins and supplements, it offers the industry an opportunity to use the most effective media to get across the message of responsibility and authority and thereby incentivise purchase”

– **Alexandra Richmond, Head of Beauty and Personal Care**

In this report we answer the key questions:

- **How will EFSA’s stricter requirements for supplements affect the market?**
- **Where could innovation go to reignite interest?**
- **How can manufacturers better engage the expanding demographic groups?**
- **How can manufacturers cross-fertilise with other markets?**

This report looks at factors underpinning market forces (demographic shifts, the regulatory framework and the recession) along with manufacturer and retailer efforts to harness or mitigate them: product developments, marketing concepts and retailer initiatives.

Mintel also takes a view on the future of the market and which competing markets offer indicators of growth and trends.

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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- Market share and segmentation
- Brand and communications analysis
- Product and service innovation

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