

## Vitamins and Supplements - Brazil - February 2014

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*"While the VMS market has posted strong historical sales growth, the pace begins to slow to 2018 as economic growth stalls. Brands can focus on creating more targeted products to inspire a higher spend per product and encourage new consumers to the category."*

– Charlotte Libby, Senior Beauty Analyst

### This report looks at the following areas:

- How will an aging population impact the VMS market?
- How are the purchasing channels of VMS products evolving?
- How can multivitamins respond to the growing threat of individual products?
- How can VMS brands leverage the high levels of brand loyalty?

The vitamins and supplements market has enjoyed strong sales increases over the past five years as more consumers, especially young adults, have more disposable income and are open to buying VMS products to supplement their diet and lifestyles and help them look their best. New product innovation has also been consistent and as a result the market is expected to grow 15% in terms of value sales from 2012-13.

Individual supplements and vitamins hold high appeal owing to their targeted benefits and generally lower price points. Younger consumers, who are a key user base for VMS products, are heavy users of vitamin C and energy boosters to supplement their busy work and social lives.

This report looks at reasons for taking vitamins and supplements such as the requirement for more day-to-day energy as well as maintaining general health or weight management. Also covered are consumer attitudes toward taking VMS products, as well as barriers to purchase.

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