Vitamins and Supplements - UK - September 2015

Report Price: £1750.00 | $2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"Value sales of vitamins and mineral supplements flatlined in 2014, as reduced NPD (New Product Development) and a shift towards healthier diets impacted consumer interest in the market. Sales of demographically targeted vitamins continued to fare well, however, reflecting the consumer desire for personalisation."
Jack Duckett, Consumer Lifestyles Analyst

This report looks at the following areas:

- Tapping into the trend for healthy eating
- Bolstering usage of Vitamin D
- Health tech trends could help with VMS personalisation

Products covered in this report
This report covers the following vitamins and supplements 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 (General Sales List) 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.

Excluded

Miscellaneous products claiming to be ‘vitamin-enriched’ or ‘performance-enhancing’ (ie protein shakes designed to help build muscle).

Homeopathic and herbal remedies (please see Mintel’s upcoming *Complementary and Alternative Medicine – UK, December 2015* report for more information).

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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