

Vitamins and Supplements - UK - September 2017

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“The UK’s health trend has underpinned much of the success in the market over the last 4 years; however, an increasing focus on exercise and healthy eating has lessened consumer reliance upon vitamins and supplements.”

– Alyson Parkes, Research Analyst

This report looks at the following areas:

- Expanding health positioning to boost male engagement
- Elimination diets present growth opportunities
- Tailoring vitamin/supplement plans could help with navigation of the market

Sustained interest in health and wellbeing has kept the category largely in growth since 2012, although healthy eating and exercise trends look to be challenging consumer reliance on vitamins and supplements. Indeed, from 1.2% growth in 2016, the market is expected to decline 0.7% in 2017, taking it to £420 million.

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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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