

Vitamins and Supplements - Brazil - April 2017

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“Vitamin, mineral, and supplement brands can benefit from reminding consumers of how, despite their best efforts, they may be falling short with nutrition, but can turn to these products for a solution.”

— **Andre Euphrasio, Research Analyst**

This report looks at the following areas:

- **Supplements are still more focused on sports and weight loss, but there's opportunity to focus on seniors**
- **Targeting women at different stages in life**

Total Brazil retail sales of vitamins, minerals, and supplements (VMS) grew 10% in 2015 and are estimated to reach R\$2.9 billion in 2016 (13% growth year-over-year compared to 2015). Looking ahead, sales are forecast to reach R\$4.8 billion by 2021.

Further growth in the vitamin, mineral, and supplement market can be achieved by educating consumers about the category, addressing the consumer skepticism around product efficacy, confusion over the benefits of different VMS products, and reducing prices.

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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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- Retail sales value is forecast to reach R\$4.8 billion by 2021
- Aging population can impact future sales
- Healthier lifestyles can boost usage

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