

Vitamins, Minerals and Supplements - US - September 2018

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"The pace of growth for the VMS (vitamins, minerals, and supplements) market remains steady, as sales are estimated to increase by 5.1% in 2018, reaching \$24.5 billion. Yet consumer emphasis on value and lack of product understanding are a challenge to the category."
– Marissa Gilbert, Associate Director - Health & Wellness

This report looks at the following areas:

To best position themselves, category players should emphasize specific product benefits, increase online presence, and target trending health topics to drive growth.

- **Prior experience is the strongest influencer among key consumers**
- **Value-driven young adults are the future of the market**
- **Medical professionals lack engagement in VMS market**

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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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VMS use is established
 VMS fill in the wellness gaps for the majority, specific benefits appeal
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