

Vitamins and Supplements - UK - September 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“The strong focus on diet for health benefits and the growing availability of fortified and functional food and drink present major challenges for the VMS market, making it even more important for products to create compelling standout.”

– **Emma Clifford, Associate Director – Food and Drink**

This report looks at the following areas:

Organic products, fun formats with exciting flavours and vitamins/supplements tailored to individual needs are all areas of opportunity.

- **Big opportunities in personalised supplements for gut health**
- **Ingredient provenance and organic are underexplored opportunities**
- **Scope for more exciting flavours and formats**

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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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Direct selling sees growth

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Tablets become less prevalent in NPD

Half of launches are now botanical/herbal

An uplift in products with beauty benefits in 2019

The decline in adspend levelled off in 2018

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Daily usage of vitamins, minerals and supplements is high

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Lifestyle changes impact usage

Usage of glucosamine rises, linked to positive media coverage

Supporting general health is top motivation

Gut health is more important

Personalisation and home testing kits attract strong interest

Demand for greater transparency around ingredient origin

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- A decline in young adults taking VMS for this reason
- Gut health is more important
- Brain/nervous system claims are most important to male under-35s

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- Personalisation attracts strong interest
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