

Trends in Vitamins, Minerals and Supplements - US - 2021

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the vitamins, minerals and supplements market
- VMS benefits – usage, interest and discovery process
- Need for personalized selections to address broad spectrum of needs
- Opportunities to make VMS experience more enjoyable
- Importance of testimonials from trusted sources in competitive market

87% of adults typically use some type of vitamin, mineral or supplement product, a number which has risen significantly in the last decade, and held steady in recent years. The category saw a surge in sales in 2020, thanks to current users stocking up and a slight uptick in overall usage due to consumers seeking ways to support immune system health during COVID-19. The market is expected to return to pre-pandemic levels of steady growth moving forward, and in order to stay competitive brands will need to continue to innovate with new formats and formulations to satisfy consumer demand for multiple and targeted benefits from these products.



“The VMS market has been on an upward trajectory for many years, and this was only amplified during COVID-19, as consumers stocked up on products to support their overall health and immune systems.”

– Karen Formanski, Health and Nutrition Analyst

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