

# Vitamins and Supplements - UK - 2021

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## This report looks at the following areas:

- The impact of COVID-19 on the vitamins and supplements category
- Particular functional benefits that people are seeking from VMS
- Barriers to vitamins and supplements
- Factors prompting people to start taking VMS
- People's shopping behaviours when buying VMS and the influence of price promotions
- Trends in launch activity and opportunities for further innovation

Vitamins and supplements with organic ingredients are seen as better for people's health than non-organic ones by 61% of users/buyers. Despite the consumer interest, organic claims are underexplored in VMS, featuring on just 9% of NPD in 2020. Innovation in this area would also be timely, given the media focus on the link between environmental damage and global pandemics.

The COVID-19 outbreak boosted sales of VMS in 2020 by heightening consumers' focus on health. However, sales started to decline over Spring/Summer 2021 as fears around the virus subsided. The expected permanent shift towards more home-working will also impede sales growth by enabling people in full-time employment, who are key VMS users, to cook from scratch more often and thus get important nutrients from their diet.

The ageing population of the UK and falling birth rates will support sales of some VMS types, particularly those supporting joint/bone health while eroding sales of others such as energy-boosting products, pregnancy and children's supplements.

Persuading existing users to recommend their products to others is an effective means for VMS brands to expand their user groups. Friend/family recommendation is the leading cause for people to start taking VMS, cited by 31% of users, surpassing even advice from medical professionals in this regard.



"Having grown strongly in 2020, sales of VMS have declined in 2021 due to consumers' lessening health anxiety. Opportunity for growth lies in brands pushing a 'prevention rather than cure' approach in order to drive value sales in the long term."

– Alice Baker, Senior Research Analyst

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