

Vitamins, Minerals and Supplements - US - September 2015

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Traditionally, sales in the vitamins, minerals, and supplements market have been driven by older consumers who are more engaged in the category. Now, brands are attempting to increase use among younger adults by focusing on short-term benefits, such as vitamins that address beauty concerns as well as provide energy or improve sleep, helping to drive strong category sales.

This report looks at the following areas:

- Strong market growth driven by supplements, alternate formats
- Use increases with age, lower among younger adults
- Consumers remain skeptical over VMS product efficacy

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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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