

Vitamins, Minerals and Supplements - US - October 2016

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"VMS (vitamins, minerals, and supplements) is a trend-driven industry hinging on the latest health fad such as today's emphasis on digestive health and supplements containing beauty benefits. While its growth has been steady, certain players are faring better than others by meeting consumers' needs for convenience and fun, in addition to focusing on the product segments they want."

- Jana Vyleta, Home & Personal Care Analyst

This report looks at the following areas:

- 2016 sales see similar growth rate to 2015
- Brands challenged to confirm efficacy
- Consumers believe VMS improves health, but don't know if they're working

This Report includes nonprescription, OTC (over-the-counter) vitamins, minerals, and supplements in all formats including liquid, tablet, gummy, or chewables. The market has been divided into the following segments:

- **Vitamins:** including multivitamins (products that contain a combination of vitamins in one), and one- and two-letter vitamins (products that contain only one or two specific letter vitamins, such as vitamin C tablets);
- **Minerals:** supplements based on mineral ingredients (eg calcium, iron);
- **Dietary supplements:** such as CoQ-10, glucosamine and chondroitin products, and other specific supplements; targeted supplement combinations, such as women's health or joint health formulations.

This Report excludes herbal supplements, such as turmeric and St. John's wort, which were included in previous yearly issues of this Report. This segment will be covered in Mintel's *Homeopathic and Herbal Remedies - US, November 2016*. Additionally, sales from multilevel marketing and healthcare professionals are excluded from this Report, which were also included in prior versions.

This Report also excludes prescription vitamins and vitamin-enhanced/enriched food products (eg orange juice enriched or enhanced with calcium, energy drinks enhanced with vitamins, or supplements, nutritional bars).

Value figures throughout this Report are at rsp (retail selling prices) excluding sales tax unless otherwise stated.

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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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