

Vitamins, Minerals & Supplements

Investigating the Consumer Health Opportunities & Challenges in the Global VMS market

Key features of the report:

- An in-depth exploration of the **VMS** market globally, including **Probiotics, Multivitamins, Hair & beauty supplements, Tonics & cure alls, Immune supplements, Herbal & natural supplements** and more
- **Coverage of 14 major markets** from around the world, with topline sales, brand performances, latest developments, launches and promotional campaigns
- Very latest **mid-year 2024** sales from **DB6**, our dedicated CHC sales database, plus historical growth rates to help track performance fluctuations
- **Case studies of key brands**, highlighting strategies and success factors, sales, NPD activity and consumer & HCP promotion
- A dedicated chapter investigates the **internet & mail order** channel, examining the performances of top markets, players and brands
- A look to the future includes long-term **forecast sales** for all categories and countries to 2028 & 2033, plus the most up-to-date short-term forecasts

As the single largest category in the global consumer health market (generating over 30% of CHC sales), VMS is highly diverse, expanding rapidly in new directions and performing solidly. Worth over US\$50bn globally, **Vitamins, Minerals & Supplements** form one of the most exciting areas of consumer health development, with unrivalled launch activity, and significant presence in alternative channels such as e-commerce and mail order (where sales generate over \$30bn and grow by double digits annually). The category is adjusting after pandemic-driven highs, with demand for immunity-focused products cooling but opportunities emerging elsewhere including for energy, stress, nerve health, sleep, pregnancy & post-natal care, mental wellness, perimenopause, weight loss and many more.

This report will investigate pressing issues affecting the global VMS market, digging into multiple areas of interest and highlighting inherent opportunities. Examining eight core markets in detail (and additional key markets in brief), analysing brand performances and launch activity, our **VMS** report will investigate the untapped potential in this CHC category.

The report features the latest mid-2024 sales data from our dedicated **DB6** database, including topline historical sales globally, by country and category, as well as individual brand performances, and long-term forecasts to 2028 and 2033.

Diving into the factors affecting the VMS market, from consumer trends and regulatory changes to A+P campaigns and new product launch activity, this report sheds light on trends & developments across **8 in-depth country profiles** with insights and predictions, as well as **shorter profiles of other key markets**.

Categories covered in this report include:



Multivitamins



Single vitamins



Pregnancy vitamins



Minerals



Eye health supplements



Hair & beauty supplements



Probiotics



Sexual health supplements[†]



Herbal & natural supplements



Herbal & natural joint health



Herbal memory & brain health



Herbal antidepressants[†]



Herbal menopause supplements



Immune supplements[†]



Tonics & cure alls[†]



OTC tonic drinks[†]



Chyawanprash[†]

[†] selected markets only

A dedicated chapter focused on the **Internet & mail order channel** will examine sales of the top brands across key markets to end-2023, track historical growth and forecasts, and delve into the ways a growing number of CHC players are embracing the opportunities of e-commerce and digital marketing.

Assessing the short-term outlook, the report includes **full year 2024 & 2025 forecasts for all categories** in each market profiled.

With a high degree of launch activity among vitamins, minerals & supplements, **new product development** is explored across markets, including tracking trends in probiotics' positioning from market to market. **Brand case studies** evaluate the key lessons to be learned from rising star brands and established products, including consumer messaging, digital strategies, line extensions, portfolio development and brand strategies.

Key questions investigated in this report

What are the key differences from market to market in terms of growth drivers, consumer choices and competitive landscape?

Which marketers and brands stand out and why?

Can the high level of NPD and launch activity be sustained and what are the ingredients to watch?

How will the expanding market for probiotics segment yet further in future?

What are the opportunities for e-commerce and digital marketing for VMS brands?

Can new niches and underserved demographics be identified?

What is the outlook for VMS and where can opportunities be found?

8 individual markets profiled in depth



Plus additional markets in brief



FREE Webinar of the report's key findings & topline takeaways!

Order a global licence to be offered a complimentary webinar* running through the report's most significant findings, including key developments, most exciting launches and future opportunities.

** Webinar to be arranged post-publication; purchasers of a global licence will be contacted to arrange a suitable date & time.*



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