Vitamins, Minerals & Supplements

Nicholas Hall's CHC REPORTS

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
- **Coverage 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 investigates 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 explores the untapped potential in this CHC category.

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CHC REPORTS

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** examines sales of the top brands across key markets to end-2023, tracks historical growth and forecasts, and delves 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. Coverage of **brand & marketer activity** across the markets profiled includes consumer messaging, digital strategies, line extensions, portfolio development and brand strategies. **Prospects** for the VMS market, including forecast sales by country and category, includes a dedicated section on opportunities for **GLP-1 support**.

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

Brazil, China, France, Germany, India, Italy, Japan, USA

Plus additional markets in brief

Australia, Indonesia, Mexico, Poland, Russia, S Korea

Pricing

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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.





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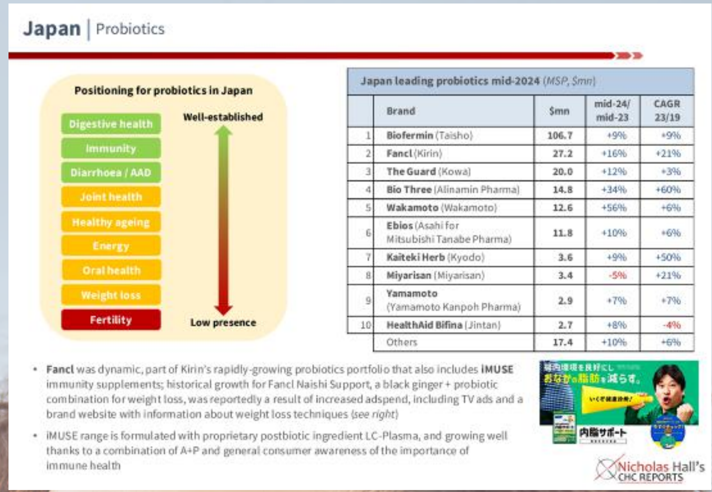

Japan | Probiotics

Japan leading probiotics mid-2024 *(MSP, $mn)*

	Brand	$mn	mid-24/ mid-23	CAGR 23/19
1	**Biofermin** (Taisho)	106.7	+9%	+9%
2	**Fancl** (Kirin)	27.2	+16%	+21%
3	**The Guard** (Kowa)	20.0	+12%	+3%
4	**Bio Three** (Alinamin Pharma)	14.8	+34%	+60%
5	**Wakamoto** (Wakamoto)	12.6	+56%	+6%
6	**Ebios** (Asahi for Mitsubishi Tanabe Pharma)	11.8	+10%	+6%
7	**Kaiteki Herb** (Kyodo)	3.6	+9%	+50%
8	**Miyarisan** (Miyarisan)	3.4	-5%	+21%
9	**Yamamoto** (Yamamoto Kanpoh Pharma)	2.9	+7%	+7%
10	**HealthAid Bifina** (Jintan)	2.7	+8%	-4%
	Others	17.4	+10%	+6%

- **Fancl** was dynamic, part of Kirin's rapidly-growing probiotics portfolio that also includes **iMUSE** immunity supplements; historical growth for Fancl Naishi Support, a black ginger + probiotic combination for weight loss, was reportedly a result of increased adspend, including TV ads and a brand website with information about weight loss techniques *(see right)*
- iMUSE range is formulated with proprietary postbiotic ingredient LC-Plasma, and growing well thanks to a combination of A+P and general consumer awareness of the importance of immune health

India | Single vitamins

Vitamin D

- Segment is growing well as incidence of vitamin D deficiency is high and similarly to other vitamin segments consumer education has proved key to growth
- A 2022 survey found up to 76% of Indians were deficient in vitamin D, with causes including limited sunlight exposure, air pollution and poor diet
- High-strength products such as **DePURA** and lower-tier 2022 launch **Vkap-D3** (Arbro Pharmaceuticals) are increasingly popular as they can be taken once-weekly rather than daily
- **Arachitol** was extended in 2022 with a gummy presentation with added curcumin to support bone health, immunity and general wellbeing
- **Calcirol** is supported by educational activities including events on World Vitamin D Day in November 2022, although brand otherwise has little consumer presence
- Launch activity includes a number of spray-format options including a line extension of **Absorvit** (Vestige) in October 2022 and rollout of **Vitonnix** (TATA 1mg / Zeon Lifesciences for Vitonnix) in November 2023
- Vitonnix later partnered with the SEARCH Foundation to address vitamin D deficiency in rural areas, donating 20,000 sprays in support of community health programmes

India leading vitamin D supplements mid-2024 *(MSP, $mn)*

	Brand	$mn	mid-24/ mid-23	CAGR 23/19
1	**DePURA** (Opella)	10.1	+6%	+9%
2	**Arachitol** (Abbott India)	6.5	+21%	+14%
3	**Calcirol** (Zydus Cadila)	6.2	+4%	+9%
4	**Lumia** (Sun Pharma)	5.1	+20%	+16%
5	**Ultra-D3** (Meyer Vitabiotics / Vitabiotics)	4.7	+5%	+29%
6	**Glucon-D** (Zydus Cadila)	4.3	+5%	+5%
7	**Glucose-D** (Dabur)	4.3	+15%	+22%
8	**Uprise D3** (Alkem)	2.4	+11%	+25%
	Others	7.9	+13%	+6%

Germany | Outlook, forecasts & opportunities

Short-term forecast: Gradually improving, but far from dynamic

- After a decidedly muted 2024, prospects for 2025 are an improvement via sustained growth potential in probiotics and positive showings from single vitamins, while there are signs that multivitamins and immune supplements can reverse their downturns
- With industry research revealing that inflation influenced Germans' shopping habits (66% of pharmacists reported consumers asking for cost-effective alternatives in 2023, and 21% said smaller SKUs are in demand), premium brands are likely to lose share to lower-priced generics / PLs
- Already popular, a further shift towards branded generics may provide a barrier to future value growth
- Oversaturation of the market, with consumers confused by vast array of non-differentiated SKUs, is a further risk to growth
- Healthy ageing is a hot area of NPD (e.g. Orthomol's Cellprotect) and more brands may look to expand into this niche, while the shift towards vegan-friendly and "free from" options looks a sustainable trend
- Probiotics with niche positionings are growing in prevalence (and often outperform those for general GI health), including products for vaginal flora, liver health, energy, sleep, immunity, weight loss; extension of Bayer's Ibero franchise into probiotics shows how brands can be stretched

** includes pregnancy vitamins ($40mn & $41mn), eye health supplements, ($26mn & $26mn), hair & beauty supplements ($63mn & $63mn), sexual health supplements ($6mn & $6mn), herbal memory & brain health ($75mn & $75mn), herbal antidepressants ($7mn & $7mn), herbal menopause supplements ($18mn & $19mn), tonics & cure alls ($44mn & $41mn)*

Growth rates are % change on previous 12 months
*NB: **DB6** updates short-term forecasts every quarter; forecasts shown here updated in December 2024*