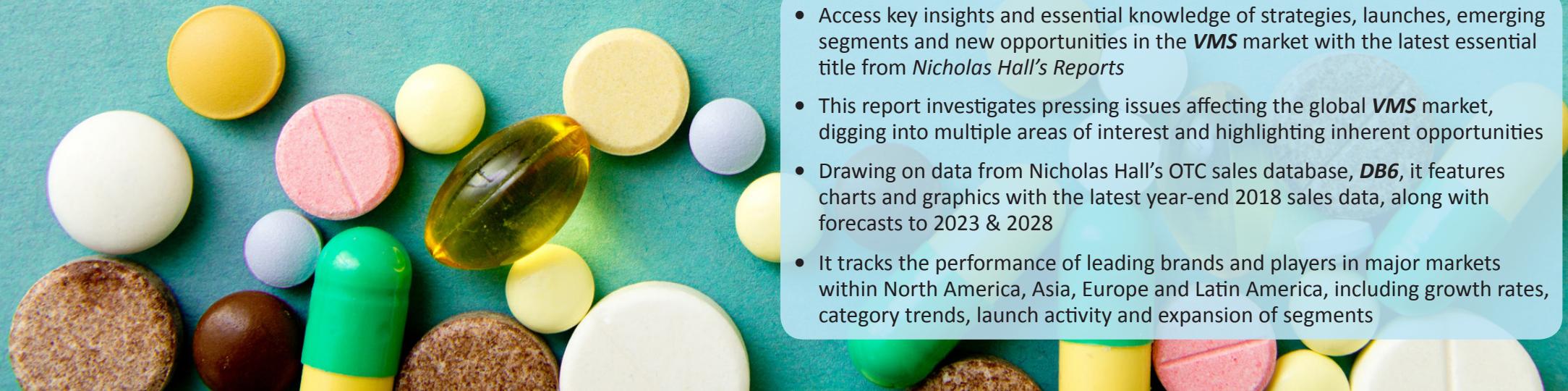


# Future Opportunities & Growth Drivers in VMS

A Strategic Review of Vitamins, Minerals & Supplements



- Access key insights and essential knowledge of strategies, launches, emerging segments and new opportunities in the **VMS** market with the latest essential title from *Nicholas Hall's Reports*
- This report investigates pressing issues affecting the global **VMS** market, digging into multiple areas of interest and highlighting inherent opportunities
- Drawing on data from Nicholas Hall's OTC sales database, **DB6**, it features charts and graphics with the latest year-end 2018 sales data, along with forecasts to 2023 & 2028
- It tracks the performance of leading brands and players in major markets within North America, Asia, Europe and Latin America, including growth rates, category trends, launch activity and expansion of segments

# Future Opportunities & Growth Drivers in VMS

## A Strategic Review of Vitamins, Minerals & Supplements

Adding \$1.7bn to the total OTC market in 2018 in net value gained, VMS sales continue to post impressive growth (+4.3%). Sales are forecast to increase at roughly the same rate in the next decade, with most dynamism still coming from developing regions like Asia and LatAm.



Probiotics and single vitamins will post the strongest growth of the top categories, with impressive gains also for hair & beauty supplements, pregnancy vitamins, immune supplements and herbal memory & brain health.



"Healthy ageing" offers a significant opportunity for supplements marketers, as the expanding elderly population means strong sales for health areas such as joint health, menopause, memory and eye health.

Personalisation is arguably the next step in VMS segmentation, with a growing number of vitamin ranges offering personalisation services where consumers submit information and receive recommendations for a unique blend of supplements.



New ingredients will be a growth driver, with the current focus of launch activity on those that offer improved bioavailability. Scientific backing is a key marketing strategy for certain VMS brands, with effective consumer communication key.

CBD supplements offer huge growth potential, particularly as they become more mainstream; regulators' narrow view of the category is the main hurdle, but the gradually building body of evidence supporting CBD's health benefits will strengthen the case.

Meanwhile, e-Commerce remains a vital sales channel, forecast to outstrip growth rates via brick-and-mortar stores; yet VMS players will need to forge the kind of strong emotional connection with consumers that many direct-to-consumer brands enjoy.

The report covers the main VMS categories, including:



Multivitamins



Single vitamins



Mineral supplements



Herbal & Natural supplements



Probiotics



Hair & Beauty supplements



OTC tonic drinks



Herbal memory & brain health



Pregnancy vitamins



Immune supplements



Eye health supplements

PLUS Herbal & natural joint health, Herbal menopause supplements, Herbal antidepressants

# Key Features

- What are the key drivers of VMS growth, and what factors are holding it back?
- Are consumers turning towards private labels / generics or brands? And how does this trend vary from market to market?
- Looking closely at scientific studies, how many leading VMS brands are truly backed by evidence?
- How is e-Commerce shaping the VMS market, and who are the key players?
- What are the latest developments in CBD supplements and what does the future hold for them?
- Are longline VMS ranges outperforming specialty brands? What factors are at play here?
- Is the emerging trend towards personalisation sustainable? Who are the main players?
- Is there potential for a new vitamin, mineral or herbal segment to emerge, and which ingredients are generating a buzz?
- What are the latest activities of ingredient manufacturers & developers?
- What is the outlook for VMS and where are the opportunities?



Drawing on data from Nicholas Hall's freshly-published OTC sales database, **DB6**, this report features charts and graphics based on the latest year-end 2018 sales data, along with forecasts to 2023 & 2028. It looks at the performance of leading brands and marketers in major markets within North America, Asia, Europe and Latin America in 2018, tracking growth rates, category trends, launch activity and expansion of segments.



## Pricing

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## Chapters

Executive Summary  
VMS Category Analysis  
Private Labels & Generics vs Brands  
Scientific Backing for VMS Brands  
e-Commerce  
CBD Supplements  
Longline vs Specialist Supplements  
Personalisation  
New & Emerging Ingredients  
Ingredient Manufacturers  
VMS Outlook



All global licence purchases grant complimentary access to a webinar in which the Nicholas Hall team runs through the key findings from the report.

# Future Opportunities & Growth Drivers in VMS

## Multivitamins

**Expanding range of products available**

- Multivitamin top line grows across most regions; majority of leading brands are established international ranges, although strongest performance comes from dynamic newcomer Oily (see case study in Longline vs Specialist Supplements)
- Launch activity frequent, expanding range of positioning and formats; key advantage of multivitamins over other supplements is diversity of health benefits
- Niche products stand out from established ranges via innovative formulations and more appealing branding

**Topline multivitamins trends**

- Multivitamins see frequent innovation, expanding positioning into wide range of health areas
- Convenient and palatable formats such as gummies, oral sprays and drinks popular
- While established international brands (e.g. Centrum) dominate, innovative new launches can succeed
- Social and lifestyle trends create demand for vitamins to supplement diets lacking in fruit and vegetables

Year	Sales (MSP \$mn)	CAGR
2014	5,349	
2015	5,511 (+1.2%)	
2016	5,606 (+1.8%)	
2017	5,797 (+2.3%)	
2018	5,972 (+1.8%)	+2.8%

## Single vitamins

**Positive studies and high levels of vitamin deficiency to boost growth**

- Vitamin D is expected to show solid growth owing to the range of studies released showing its positive effects – e.g. a study published in the New England Journal of Medicine in August 2017 showed vitamin D3 (colecalciferol) supplementation during pregnancy may prevent miscarriage and birth defects.
- Meanwhile, research published in the journal of Nutrition in May 2018 suggested low iron and vitamin B12 levels in childhood are associated with adolescent behaviour problems (in boys), while an Israeli study published in April 2017 showed vitamin B1 (thiamine) deficiency during infancy may have long-term implications on children's motor function.
- Most innovation in vitamin B will come from USA, e.g. in 2018 nicotinamide riboside-based Tri Niagen (ChromaDex) was extended with a stronger formula (150mg per capsule vs 125mg previously); nicotinamide riboside is a patented and FDA safety-reviewed form of vitamin B3, claimed to be clinically proven to increase nicotinamide adenine dinucleotide (NAD+).
- Convenience is also shaping activity in vitamin B, e.g. in Australia Better You launched Boost Daily Vitamin B12 Oral Spray – claiming optimal absorption – in September 2019, while in Germany Hübner / Dermapharm launched Vitamin B12 Directsticks berry-flavoured oral dispersible powder – claimed to boost energy – in November 2018.
- Vitamin C is set to become the biggest single vitamins segment by 2028, with immunity positioning key
- Meanwhile, according to research published in Diabetes, Obesity & Metabolism in November 2018, vitamin C supplementation may lower high blood sugar levels during the day and reduce spikes after meals in Type 2 diabetes

Year	Sales (MSP \$mn)	CAGR
2018	7,133	
2023	8,596 (+5.0%)	
2028	11,530 (+4.8%)	+5.0%

- Growth drivers, success factors and competitive landscape
  - In-depth category analysis across multiple markets
- Forecast sales for all categories, plus a look to what the future holds

Please contact [melissa.lee@NicholasHall.com](mailto:melissa.lee@NicholasHall.com) for more information about this report or visit our website ([nicholashall.com/report/VMS2019](http://nicholashall.com/report/VMS2019)) where you can view or download the full Table of Contents and sample pages

# Nicholas Hall Group of Companies offers the world's most complete consumer healthcare marketing & business solutions

Dedicated to benchmarking consumer healthcare markets and providing business solutions, we are specialists in consumer healthcare, with an international network of contacts, offering data & analysis, strategic advice and competitive intelligence on a global, regional or local basis.

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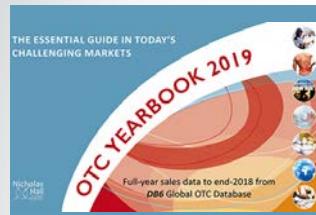
August 2019



### Cough & Sore Throat

This report investigates the factors driving growth in the Cough & Sore Throat category, and those holding it back, considering what needs to change if higher growth is to be achieved, with detailed case studies of successful brand strategies.

June 2018



### OTC YearBook 2019

Featuring expert analysis and incorporating full year-end 2018 data from the only dedicated worldwide OTC database, Nicholas Hall's unique and invaluable DB6 Global OTC Database.

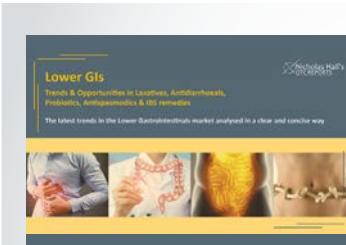
April 2019



### Allergy Relief

An in-depth exploration of the Allergy market, including Allergy remedies, Anti-itch derma, Eye allergy and Asthma remedies, plus a look at selected allergy-focused products from topical decongestants, probiotics and elsewhere.

March 2018



### Lower GIs

An in-depth exploration of the Lower GIs market, including Laxatives, Antidiarrhoeals, Antispasmodics & IBS remedies and Probiotics. Landscaping major markets, with topline sales, brand performances, launches and ad campaigns.

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Two reports from a collaborative project undertaken by Nicholas Hall and DKSH detailing everything you need to know about the pharmacy landscapes of Vietnam and Myanmar.

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December 2018



### Upper GIs

An exploration of the Upper Gastrointestinals market, including antacids, antiflatulents, antinauseants, digestive enzymes and liver & bile remedies, with coverage of 15 major markets.

December 2017



### Sleep

This report investigates the competitive landscape in 12 key markets, establishing trends & developments, barriers to growth and emerging niches. Charts segment the market by ingredient and show proportion of sales generated by herbals & naturals.

October 2018



### Rx-to-OTC Switch

Shining the spotlight on the switch procedure itself, and the regulatory hoops that must be jumped through to turn an Rx product into a successful OTC brand, the report aims to equip readers with a greater understanding of the ins & outs of switch.

December 2017



### Herbals & Naturals

This report examines the biggest and most exciting Herbals & Naturals categories in 9 leading global markets, from probiotics and herbal cough remedies to natural laxatives, topical analgesics and supplements for heart health, immunity and memory.

September 2018



### Global Analgesics

Systemic analgesics, Topical analgesics and Mouth & dental analgesics, plus supplements positioned for pain relief are analysed in this report, including coverage of 16 major markets globally, with topline sales, new developments, launches and A+P campaigns.

October 2017

## Get in touch!

Discover the world of OTC with the Nicholas Hall Group of Companies. Our range of services covers everything from consultancy and competitive intelligence to events and executive recruitment. Whatever your needs are in consumer healthcare, we'd like to hear from you! Contact Melissa at melissa.lee@NicholasHall.com

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