

Future Opportunities & Growth Drivers in VMS

A Strategic Review of Vitamins, Minerals & Supplements

A Nicholas Hall report

Looking for a comprehensive investigation of the multiple factors impacting the global VMS market?

Access key insights and essential knowledge of strategies, launches, emerging segments and new opportunities in the **VMS** market with the latest pivotal title from **Nicholas Hall's Reports**.

As the single largest category in the global consumer health market (generating 30% of OTC sales), VMS is highly diverse, expanding rapidly in new directions and outperforming the overall market. Worth over US\$41bn in 2018, **Vitamins, Minerals & Supplements** are one of the most exciting areas of consumer health development, with unrivalled launch activity, and commanding significant presence in non-retail channels such as e-commerce and mail order. The category is also pushing into new areas such as CBD, with all the challenges, uncertainty and potential that this offers.

The report will cover crucial VMS categories such as:

Multivitamins • Single vitamins • Mineral supplements • Herbal & natural supplements
Probiotics • Hair & beauty supplements • OTC tonic drinks • Pregnancy vitamins
Herbal memory & brain health • Immune supplements • Eye health supplements • And more...

Publishing mid-2019

	Pre-publication discount	List price
Global licence:	GB£11,900	GB£14,000
Site licence:	GB£8,925	GB£10,500
(15% pre-publication discount until 31st July)		

 **Nicholas Hall's**
OTC REPORTS

This report will investigate pressing issues affecting the global VMS market, digging into multiple areas of interest and highlighting inherent opportunities.

- 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 will feature charts and graphics based on the latest year-end 2018 sales data, along with forecasts to 2023 & 2028. It will look 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.

