

## Vitamins and Minerals - US - September 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The vitamins and minerals market remains steady, with the majority of adults currently taking at least one vitamin or mineral. While younger consumers are driving demand for innovation and personalization, traditional formats and formulations continue to be important to overall market strength."

– **Karen Formanski, Health and Wellness Analyst**

This report looks at the following areas:

However, a demand for natural, specifically whole food ingredients will continue to push brands to improve the quality of their offerings and to be transparent about ingredient content and sourcing.

- **Clearly defined functionality**
- **Clean, natural ingredients in demand**
- **Younger consumers want gummies**
- **Majority of consumers still seek vitamins and minerals**

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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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