

Vitamins and Supplements - UK - September 2013

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"Although the market has seen growth in value driven by special offers and promotions, people are not experimenting and special offers may be hindering overall growth in the category. Therefore different approaches in special offers could encourage experimentation."

– Roshida Khanom, OTC and Personal Care Analyst

This report looks at the following areas:

- How have special offers impacted the market?
- Which age groups show the greatest potential for the market?
- How has changing legislation impacted the market?
- Are consumers still sceptical of products?

Growth in value of the category has come from aggressive promotions, however, a lack of volume growth suggests that people are not buying more products. Encouraging experimentation and driving frequency will be key in growing the value of the market in the long term. Although women, the elderly and parents with young children show the highest usage of vitamins/supplements, the men's market has shown the greatest growth in value and remains one with great potential. A predicted rise in population of the youngest and eldest age groups (under-10s and over-65s) is likely to boost the category, from usage of vitamins for parents and children and usage amongst older people.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market