

Vitamins and Supplements - UK - September 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Although the top reason for taking vitamins/supplements is generic, the rise in value sales of vitamins/supplements specifically for men and women suggests that consumers want a degree of personalisation, offering opportunities for the market.”

– Roshida Khanom, Senior Personal Care Analyst

This report looks at the following areas:

- Consumers want personalisation
- The ASA is clamping down on advertising
- High interest in appearance benefits

The vitamins and supplements market has seen slow growth in recent years, however, it is predicted to see a slight decline in 2014 driven by a tougher regulatory environment, particularly for claims. Although the overall market is showing a decline in 2014, the segments to show strong growth have been demographic-specific segments, ie vitamins/supplements for men, women and the over-50s. Consumers also show interest in vitamins/supplements with appearance benefits, suggesting opportunities for New Product Development.

Driving further segmentation within demographic groups could be a way to encourage growth. In 2014, the Advertising Standards Agency has shown evidence of clamping down on claims in advertising, particularly when it comes to appearance benefits, suggesting that the advertising and claims environment could become more challenging for brands

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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

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