

# Vitamins and Supplements: Inc Impact of COVID-19 - UK - September 2020

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## This report looks at the following areas:

- The impact of COVID-19 on the vitamins and supplements market
- How the market will fare post-COVID-19
- The value of individual segments and brand performance in 2019
- Launch activity and opportunities for 2020
- Usage of vitamins and supplements in the last 12 months and reasons for use
- Change in usage habits since the outbreak of COVID-19
- Purchase drivers and behaviours when buying vitamins and supplements.

The vitamins and supplements category has shown strong value growth in 2019, driven by the wellness trend and consumers taking their health into their own hands. The COVID-19 pandemic has had a significant impact on the category, which is forecast to grow in value by 9.1% in 2020 to £494 million.

As a result of the outbreak, preventative health strategies have come to the fore as consumers focus on maintaining their health, including using vitamins and supplements for reasons such as immune health and mental wellbeing. Consumers are preferring brands rather than own-label, which is also driving value.

Although there has been increased engagement in the market since the outbreak of COVID-19, this has been largely amongst users rather than non-users. Long-term growth will come from driving regular habits amongst occasional users, as well as drawing in non-users.

Holistic health has been pushed into the spotlight as a result of the COVID-19 pandemic and the risk to physical health as well as the emotional impact of stress, anxiety and loneliness it has brought with it. Going forward, immune health will be a key focus, but this can expand and take a more holistic approach considering mental wellbeing, poor nutrition and lack of sleep.



“The pandemic will drive demand for vitamins and supplements as health and wellness become bigger consumer priorities. Immune health in particular is in the spotlight, and brands can look to offering more holistic solutions, considering the links between stress, sleep, nutrition and diet on immunity.”

– Emilia Greenslade, Junior Research Analyst

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- **Technology offers convenience and personalisation**
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