Vitamins, Minerals & Supplements - US - September 2017

Report Price: £3085.18 | $3995.00 | €3666.43

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Sales are beginning to slow as Mintel estimates growth for the vitamins, minerals, and supplements market in 2017. Consumer struggles with trust, cost, and the shopping experience are a challenge to the category, although many still believe in the benefits of these products. To best position themselves, category players should emphasize natural qualities, transparency, and online sales to drive growth.

This report looks at the following areas:

- **Category is growing, though at slower rates**
- **Several purchase factors are at play making purchase decisions challenging**
- **Trust and expense are barriers despite benefit perceptions**

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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