



# Vitamins in the US

September 2024

Table of Contents

## Vitamins in the US - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Vitamins maintains a steady value growth performance  
Unique marketing tactics to stimulate growth  
Private label benefits from affordability and value

#### PROSPECTS AND OPPORTUNITIES

Vitamins set to face increasing rivalry from functional food and drinks  
Rise in personalised approach to focus on targeted health concerns  
Innovation is key to ensuring continuous growth in value sales

#### CATEGORY DATA

Table 1 - Sales of Vitamins by Category: Value 2019-2024  
Table 2 - Sales of Vitamins by Category: % Value Growth 2019-2024  
Table 3 - Sales of Multivitamins by Positioning: % Value 2019-2024  
Table 4 - NBO Company Shares of Vitamins: % Value 2020-2024  
Table 5 - LBN Brand Shares of Vitamins: % Value 2021-2024  
Table 6 - Forecast Sales of Vitamins by Category: Value 2024-2029  
Table 7 - Forecast Sales of Vitamins by Category: % Value Growth 2024-2029

## Consumer Health in the US - Industry Overview

### EXECUTIVE SUMMARY

Consumer health in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments  
What next for consumer health?

### MARKET INDICATORS

Table 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024  
Table 9 - Life Expectancy at Birth 2019-2024

### MARKET DATA

Table 10 - Sales of Consumer Health by Category: Value 2019-2024  
Table 11 - Sales of Consumer Health by Category: % Value Growth 2019-2024  
Table 12 - NBO Company Shares of Consumer Health: % Value 2020-2024  
Table 13 - LBN Brand Shares of Consumer Health: % Value 2021-2024  
Table 14 - Penetration of Private Label in Consumer Health by Category: % Value 2019-2024  
Table 15 - Distribution of Consumer Health by Format: % Value 2019-2024  
Table 16 - Distribution of Consumer Health by Format and Category: % Value 2024  
Table 17 - Forecast Sales of Consumer Health by Category: Value 2024-2029  
Table 18 - Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

### APPENDIX

OTC registration and classification  
Vitamins and dietary supplements registration and classification  
Self-medication/self-care and preventive medicine  
Switches

### DISCLAIMER

## DEFINITIONS

## SOURCES

### Summary 1 - Research Sources

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/vitamins-in-the-us/report](http://www.euromonitor.com/vitamins-in-the-us/report).