



Vitamins and Supplement Sector 2015 Released By The Business Research Company

The Business Research Company's Vitamins & Supplements Global Report contains market size of Vitamins and Supplements by geography, market segment & competitors

CANARY WHARF, LONDON, ENGLAND, February 22, 2015 /EINPresswire.com/ -- The Business Research Company's Vitamins and Supplements Global Report contains market size of Vitamins and Supplements, by geography, market segments and competitors. The Global Vitamins and Minerals report covers market segments such as Supplements, Multivitamins, Tonics and Bottled nutritive drinks, Calcium, Vitamin B, Vitamin C, Minerals and Probiotics.

Scope

Market size historic and forecast, market shares, regional splits and market segments.

The Business Research Company reports utilize a wide range of secondary sources, including company websites, trade magazines, and market intelligence reports, which are analyzed and presented in a consistent and easily accessible format.

The Business Research Company strictly follows a standardized research methodology to ensure high levels of data quality and these characteristics guarantee a unique report.

Key findings of the report include:

The market for vitamins and supplements grew from approximately \$69 billion in 2010 to \$85 billion in 2014, a compound annual growth rate of 6% per annum. The vitamin and supplement market is highly fragmented, with the top four companies – Amway, Herbalife, Pfizer, and NBTY Inc. – together accounting for a share of around 15% of the market in 2013.

Countries covered in the report include: US, China, Japan, Western Europe, Latin America, Eastern Europe and Others

Products mentioned include: Supplements, Multivitamins, Tonics and Bottled nutritive drinks, Calcium, Vitamin B, Vitamin C, Minerals and Probiotics.

Companies mentioned include: Amway, Herbalife, Pfizer, NBTY

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