



# The Status of the Asia Pacific Multivitamin Market

**VERIFY MARKETS** 

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## objective

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- » To provide an industry & category overview including sizing, growth, sales channels and the competitive landscape
- » To illustrate major trends in the category (products, formats, flavors, ingredients & claims)
- » To analyze distribution channels in the category
- » To provide consumer behavioral information in relation to multivitamins

## methodology

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Verify Markets used both primary and secondary research. Historical trends were determined through secondary research publications, reports and Verify Markets' in-house database. A list of key industry participants was compiled and telephonic interviews were conducted. Most of the leading participants across all countries were contacted. Bottom-up methodology was used to calculate the market size. Market drivers and restraints were built into the forecasting model to estimate the revenue growth and market size figures.

Profiles of Interviewees: Vice President, Marketing Manager, Business Development Manager, Brand Manager, CEO (for smaller companies).



# ● global landscape / definitions

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## Definitions

**Multivitamins:** Includes multivitamins (combination of essential vitamins and minerals), to provide a convenient way to take a variety of supplemental nutrients from a single product to prevent deficiencies, or boost nutrient intake, above typical dietary levels. Exclude combinations of a multivitamin with other dietary supplements, such as probiotics or omega fatty acids, tracked in the category of combination dietary supplements.

**Retail:** Retail includes grocery and non-grocery retailers.

**Grocery Retailers:** Includes both modern grocery retailers (convenience stores, discounters, forecourt retailers, hypermarkets, supermarkets) and traditional grocery retailers (food/drink/tobacco specialists, independent small grocers, health food shops).

**Non-Grocery Retailers:** Includes both health & beauty specialist retailers (beauty specialist retailers, chemists/pharmacies, optical goods stores, parapharmacies/drug-stores) and mixed retailers (department stores, mass merchandisers, variety stores, warehouse clubs).

**Home shopping:** Retailers selling consumer goods to the general public via mail order catalogs, TV shopping and direct mail. Excludes Internet retailing.

**E-commerce:** Retailers selling consumer goods to the general public via the Internet. Consumers purchase goods advertised or promoted through a web-medium whereby the payment is made online through the web platform.

**Direct Sales:** Direct Selling is the marketing of consumer goods directly to consumers, generally in their homes or the homes of others, at their workplace and other places away from permanent retail locations. Direct Selling offers customers the opportunity to see, test and judge a product at their leisure in their own homes or among friends. All goods are delivered directly to the customer.



Scope: Japan, South Korea, Thailand, Malaysia, Vietnam, China, Taiwan, and India.



## about verify markets

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Our goal is to help you reach yours.

### disclaimer

Despite Verify Markets' best efforts, certain challenges were encountered and certain assumptions had to be made. The uncertainty and recent developments of the market often results in an increased reluctance on the part of several competitors to discuss their market position, future plans, or market trends. Verify Markets used its skills and experience to extract the relevant data in order to complete the analysis.

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