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**United States 50+ Women's Multivitamins
Market with COVID-19 Impact**

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The USA - 50+ women's multivitamins market is projected to experience a single-digit growth during the forecast period (2020-2027). The market is likely to be driven by the desire for a wholesome life, particularly as people are living longer, increasing focus on health and wellness, promotion of multi-functional product benefits, and personalization of multivitamins.

This study aims to provide a detailed analysis of the 50+ Women's multivitamins market in the U.S. along with competitive intelligence for the year 2020.

The market numbers included in this report represent revenues generated from the sales of 50+ women's multivitamins in the U.S. The base year for the study is 2020 and the forecast period is from 2020 until 2027.

This study captures the following information on the USA - 50+ women's multivitamins market:

- Market Size, Growth Rate, Revenue Forecasts (2020-2027)
- Growth Drivers & Restraints
- Market Data
- Quotes by Key Industry Participants
- Market Share Analysis
- Market Trends



USA - 50+ Women's Multivitamins Market: Definition and Segmentation

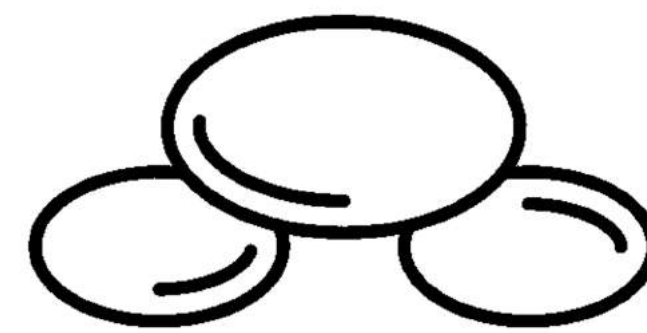
Multivitamins are defined as dietary supplements that contain at least three vitamins.* This market report is focused on supplements specifically labelled as multivitamins for women over 50+ on packages. These supplements are usually taken in the form of tablets, capsules, soft gels, gummies, and powders.



Tablets



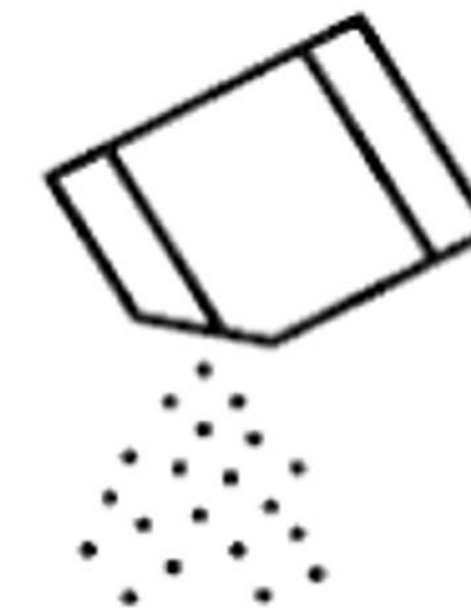
Capsules



Soft gels



Gummies



Powders

*Source: Agency for Healthcare Research and Quality (AHRQ)

Interviews with key market participants: The research methodology adopted while creating this research involved conducting interviews with various key market participants, enabling Verify Markets to identify various trends in the U.S. - 50+ women's multivitamins market. Furthermore, discussions with industry participants enabled us to provide a comprehensive country-level view of the overall market. Next, the information was validated through our internal databases and market experts. The collected information was structured and collated into this report.



Macro-economic factors and industry parameters: Various country level parameters including the GDP, population, disposable incomes, product prices, and other trends were taken into consideration in the forecasting model. An in-depth analysis of these factors enabled Verify Markets to size and forecast the U.S. - 50+ women's multivitamins market.

ABOUT VERIFY MARKETS

Verify Markets is a Research Firm specializing in Industrial, Environmental, Energy, customer Products and Water markets. Our Research & Consulting practice provides global industry analysis, custom engagements, end-user analysis, strategy consulting, strategic market intelligence, and forecasts that are designed to facilitate strategic decision-making. Our team of consultants, industry experts and analysts continually monitor and evaluate information to create insights for your business needs. We are comprised of a group of analysts that have been tracking their respective markets for a number of years.

Our goal is to help you reach yours.



METHODOLOGY

The methodology when formulating market trend projection is outlined below. Historical trends were determined through secondary research and Verify Markets in-house database.

- Secondary research was conducted. A list of key industry participants was put together.
- Telephonic interviews were conducted. Most of the leading participants across China 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.

METHODOLOGY

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

Most of the primary interview data was captured through telephonic interviews. Pictures, company contacts, preliminary data was captured through secondary research. Images are derived from company websites and other web sources.

Despite Verify Markets' best efforts, certain challenges were encountered, and certain assumptions had to be made. The extremely competitive nature of the USA - 50+ women's multivitamins 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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Verify Markets is not responsible for any incorrect information supplied to us by companies during our primary research process.

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**ANY QUESTIONS?
CONTACT US AND SET UP A TIME TO
SPEAK WITH OUR ANALYSTS.**



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