



# Personalisation in Vitamins and Dietary Supplements

December 2021

Table of Contents

## INTRODUCTION

### Key findings

Personalisation is expected to see intensifying interest in the coming years

Demand-side influences on rise of personalisation

Consumers demanding products tailored for their needs

Three in 10 consumers open to sharing personal data with private companies

Country-level differences among age cohorts

Many consumer cohorts are comfortable with personalised nutrition recommendations

Consumers heading online for information about vitamins and dietary supplements

Vitamins and supplements users are quite knowledgeable about the products they take

Unprecedented growth of vitamins and dietary supplements gives chance for personalisation

Customisation to personalisation

Tech advances make personalisation segmentation more likely

Segmenting the new market for personalised nutrition

Price points in the segmented marketplace for personalised nutrition

FMCG and pharma investments in personalisation will build scale, lower prices

How to win within the “democratising personalisation” bucket

What is the target market for precision vitamins and dietary supplements?

Identifying the next markets for personalised vitamins and dietary supplements

Case study: China

Case study: United Kingdom

Case study: South Korea

Case study: Japan

Case study: Australia

Case study: Netherlands

Case study: the Nordic markets

Key industry takeaways

## 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/personalisation-in-vitamins-and-dietary-supplements/report](http://www.euromonitor.com/personalisation-in-vitamins-and-dietary-supplements/report).