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Vitamins & Minerals - US (2025)

Vitamins & Minerals - US by Mintel Market Sizes provides you with annual year-end market size data, most recently updated in 2025.

This market covers single/dual, multi-vitamins and minerals. Combinations with supplements where vitamins and/or minerals form a main selling point are also included, but excluded are those supplements where vitamins are naturally intrinsic to one of the ingredients. It excludes products which require prescriptions but includes pharmacy approved. Market size comprises sales through all retail channels including direct to consumer.

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Segmentation of this market

- Minerals
- Vitamins

Compound annual growth rates

Compound annual growth rate (CAGR) is provided for this market and is based on the last 5 years of available data.

Socio-economic data

Included with this snapshot is socio-economic data for US. Population, Consumer Price Index (CPI), Gross Domestic Product (GDP), Exchange Rates.

Market Size & Forecast

Market size for Vitamins & Minerals - US is given in USD with a minimum of five years' historical data. Market Forecast is provided for five years.

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