

Herbal/Traditional Products in Denmark

September 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Current value sales growth reflects rising inflation in 2023
Pharmacies is still on top, but e-commerce gains further ground
Cloetta Danmark leads sales within the fragmented competitive landscape

PROSPECTS AND OPPORTUNITIES

Innovation and differentiation will characterise herbal/traditional products over the forecast period
Moderate current value growth likely over the forecast period
E-commerce will continue to threaten sales via traditional retail channels in the years ahead

CATEGORY DATA

Table 1 - Sales of Herbal/Traditional Products by Category: Value 2018-2023
Table 2 - Sales of Herbal/Traditional Products by Category: % Value Growth 2018-2023
Table 3 - NBO Company Shares of Herbal/Traditional Products: % Value 2019-2023
Table 4 - LBN Brand Shares of Herbal/Traditional Products: % Value 2020-2023
Table 5 - Forecast Sales of Herbal/Traditional Products by Category: Value 2023-2028
Table 6 - Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2023-2028

Consumer Health in Denmark - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for consumer health?

MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023
Table 8 - Life Expectancy at Birth 2018-2023

MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2018-2023
Table 10 - Sales of Consumer Health by Category: % Value Growth 2018-2023
Table 11 - NBO Company Shares of Consumer Health: % Value 2019-2023
Table 12 - LBN Brand Shares of Consumer Health: % Value 2020-2023
Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2018-2023
Table 14 - Distribution of Consumer Health by Format: % Value 2018-2023
Table 15 - Distribution of Consumer Health by Format and Category: % Value 2023
Table 16 - Forecast Sales of Consumer Health by Category: Value 2023-2028
Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

Over the counter registration and classification
Vitamins and dietary supplements registration and classification
Self-medication/self-care and preventive medicine
Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

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