

Vitamins in Norway

September 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales declines continue as the category adjusts after booming during the pandemic
Single vitamins continue to dominate sales as consumers prefer a targeted approach
E-Commerce continues to develop into a major distribution channel for vitamins

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Steady rather than spectacular growth expected as questions over efficacy remain
Demographic changes and heightened health awareness to support sales growth
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