

# Vitamins in Denmark

September 2023

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Reduced demand for vitamins is offset by price increases as a result of inflation  
Orkla Care is set to retain its lead in 2023 thanks to the popular range Livol  
E-commerce is now a significant distribution channel for sales of vitamins in Denmark

### PROSPECTS AND OPPORTUNITIES

Healthy growth is expected over the forecast period  
Innovation will be needed to sustain growth in multivitamins  
Vitamins combine with lifestyle and dietary supplements

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### DISCLAIMER

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