

# Vitamins and Dietary Supplements in Western Europe

October 2020

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Scope

Key findings

## REGIONAL OVERVIEW

COVID-19 boosts Western European growth

2020 sees heightened VDS demand

Italy dominates VDS in Europe

However, France lags in trust and importance placed on VDS

Dietary supplements lead in growth

Vitamins see acceleration

Positioning of dietary supplements varies across markets

Immune system dietary supplements add value

Growth generated by Italy and France

Countries with higher COVID-19 impact see stronger VDS growth

VDS remains widely distributed

E-commerce is set to accelerate

## LEADING COMPANIES AND BRANDS

VDS remains fragmented in most markets

2020 saves mainstays from further fragmentation

Efficacy-led companies dominate regionally

VDS fosters a dynamic competitive landscape

Solgar and Myprotein to benefit from immune health positioning

## FORECAST PROJECTIONS

Preventative health drives the forecast

Value and efficacy key to future growth

Functional foods compete in gut health and immunity

Immunity, energy and mood claims to gain value

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Belgium: Competitive and retail landscape

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