

# Vitamins in Denmark

September 2022

Table of Contents

## Vitamins in Denmark - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Weak performance in 2022  
Orkla Care continues to lead in 2022  
E-commerce now a significant channel

#### PROSPECTS AND OPPORTUNITIES

Healthy growth over forecast period  
Innovation needed in multivitamins  
Vitamins combine rather than compete with lifestyle and dietary supplements

#### CATEGORY DATA

Table 1 - Sales of Vitamins by Category: Value 2017-2022  
Table 2 - Sales of Vitamins by Category: % Value Growth 2017-2022  
Table 3 - Sales of Multivitamins by Positioning: % Value 2017-2022  
Table 4 - NBO Company Shares of Vitamins: % Value 2018-2022  
Table 5 - LBN Brand Shares of Vitamins: % Value 2019-2022  
Table 6 - Forecast Sales of Vitamins by Category: Value 2022-2027  
Table 7 - Forecast Sales of Vitamins by Category: % Value Growth 2022-2027

## Consumer Health in Denmark - Industry Overview

### EXECUTIVE SUMMARY

Consumer health in 2022: The big picture  
2022 key trends  
Competitive landscape  
Retailing developments  
What next for consumer health?

### MARKET INDICATORS

Table 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2017-2022  
Table 9 - Life Expectancy at Birth 2017-2022

### MARKET DATA

Table 10 - Sales of Consumer Health by Category: Value 2017-2022  
Table 11 - Sales of Consumer Health by Category: % Value Growth 2017-2022  
Table 12 - NBO Company Shares of Consumer Health: % Value 2018-2022  
Table 13 - LBN Brand Shares of Consumer Health: % Value 2019-2022  
Table 14 - Penetration of Private Label in Consumer Health by Category: % Value 2017-2022  
Table 15 - Distribution of Consumer Health by Format: % Value 2017-2022  
Table 16 - Distribution of Consumer Health by Format and Category: % Value 2022  
Table 17 - Forecast Sales of Consumer Health by Category: Value 2022-2027  
Table 18 - Forecast Sales of Consumer Health by Category: % Value Growth 2022-2027

### APPENDIX

OTC registration and classification  
Vitamins and dietary supplements registration and classification  
Self-medication/self-care and preventive medicine

### DISCLAIMER

### DEFINITIONS

## SOURCES

### Summary 1 - Research Sources

#### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/vitamins-in-denmark/report](http://www.euromonitor.com/vitamins-in-denmark/report).