

# Vitamins in the Netherlands

October 2022

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## Vitamins in the Netherlands - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Sales of vitamins decline in 2022 but remain significantly higher than pre-pandemic levels  
Sales remain strong as consumers form new habits and new attitudes towards health prevention  
Nestlé's acquisition of Solgar helps to expand the brand's distribution

#### PROSPECTS AND OPPORTUNITIES

Sales will remain higher than pre-pandemic level  
Growing interest in disease prevention likely to drive category growth and inform new product development  
Solgar will remain the brand to watch over the forecast period

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### DISCLAIMER

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