

Vitamins in Norway

Market Direction | 2022-10-07 | 25 pages | Euromonitor

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Report description:

Following strong growth during the pandemic in 2020 and 2021, vitamins saw a correction in 2022 with a small decline in retail current value sales. With the threat of COVID-19 diminishing and life returning to normal in Norway, consumers have less to fear in terms of immunity. Furthermore, given that use of vitamins, particularly vitamin C and vitamin D, saw extraordinarily high growth in the past couple of years, the rate could not be sustained. Nevertheless, consumption of vitamins to improve...

Euromonitor International's Vitamins in Norway report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Multivitamins, Single Vitamins.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Vitamins market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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VITAMINS IN NORWAY

KEY DATA FINDINGS

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Sales start to normalise as threat of COVID-19 diminishes

Specialist retailers lead, but e-commerce is gaining ground

Norway's geography drives strong demand for Vitamin D

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