

## **Dietary Supplements in Sweden**

Market Direction | 2022-10-12 | 27 pages | Euromonitor

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### **Report description:**

A notable long-term trend in consumer health in Sweden is that OTC products' share of all consumer health sales is declining. On the one hand, this is for reasons such as market maturity and, in some cases, more moderate price developments due to price competition. On the other, the share of vitamins and dietary supplements is being positively impacted by the fact that the prominent health and wellness trend is taking an increasingly holistic and preventive direction, and consumers are becoming...

Euromonitor International's Dietary Supplements in Sweden 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: Combination Dietary Supplements, Herbal/Traditional Dietary Supplements, Non-Herbal/Traditional Dietary Supplements.

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

Why buy this report?

- \* Get a detailed picture of the Dietary Supplements 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.

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## **Table of Contents:**

Dietary Supplements in Sweden  
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List Of Contents And Tables

### **DIETARY SUPPLEMENTS IN SWEDEN**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Dietary supplements taking up increasing share of consumer health

Strong e-commerce influence

Products targeting general health and immunity perform well

#### **PROSPECTS AND OPPORTUNITIES**

Many consumers unclear about benefits of dietary supplements

Ethical issues coming into focus

A number of trends set to influence development of dietary supplements

#### **CATEGORY DATA**

Table 1 Sales of Dietary Supplements by Category: Value 2017-2022

Table 2 Sales of Dietary Supplements by Category: % Value Growth 2017-2022

Table 3 Sales of Dietary Supplements by Positioning: % Value 2017-2022

Table 4 NBO Company Shares of Dietary Supplements: % Value 2018-2022

Table 5 LBN Brand Shares of Dietary Supplements: % Value 2019-2022

Table 6 Forecast Sales of Dietary Supplements by Category: Value 2022-2027

Table 7 Forecast Sales of Dietary Supplements by Category: % Value Growth 2022-2027

### **CONSUMER HEALTH IN SWEDEN**

#### **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

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Vitamins and dietary supplements registration and classification  
Self-medication/self-care and preventive medicine  
Switches  
DISCLAIMER  
DEFINITIONS  
SOURCES  
Summary 1 Research Sources

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