

Vitamins in Finland

Market Direction | 2022-10-10 | 22 pages | Euromonitor

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Report description:

After the significant gains experienced in 2020 as many consumers looked to vitamins, especially vitamin C and D, current retail value sales is negative in 2022. Furthermore, sales of vitamin C and D are declining but vitamin A is registering significant retail value sales growth in 2022. Additionally, multivitamins, the largest vitamins category, is also recording negative retail value sales growth. However, although overall value sales growth is negative, overall value sales of all vitamins re...

Euromonitor International's Vitamins in Finland 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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VITAMINS IN FINLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumption levels remain elevated despite drop in sales during 2022

Sales of single vitamins benefit from new product launches

Orion remains leading player but private label gains value share in 2022

PROSPECTS AND OPPORTUNITIES

Sales set to drop over the forecast period but downward pressure to halt due to the health trend

Vitamin K's popularity set to rise, while multivitamins face increasing competition over the forecast period

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