

## **Consumer Health in Denmark**

Market Direction | 2023-09-21 | 101 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €2200.00
- Multiple User License (1 Site) €4400.00
- Multiple User License (Global) €6600.00

### **Report description:**

Consumer health in Denmark is registering solid current value growth in 2023, albeit at a slightly slower rate than seen in the latter half of the review period; however, this growth is partly driven by strong inflation, which has resulted in price increases. Although inflation is not as high as in 2022, it was especially noticeable in the first half of 2023 and impacted manufacturing and distribution costs. Despite the increased costs incurred, some manufacturers, especially in categories such...

Euromonitor International's Consumer Health in Denmark report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

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

Why buy this report?

- \* Get a detailed picture of the Consumer Health 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## **Table of Contents:**

Consumer Health in Denmark  
Euromonitor International  
September 2023

List Of Contents And Tables

### **CONSUMER HEALTH IN DENMARK**

#### **EXECUTIVE SUMMARY**

Consumer health in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for consumer health?

#### **MARKET INDICATORS**

Table 1 Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023  
Table 2 Life Expectancy at Birth 2018-2023

#### **MARKET DATA**

Table 3 Sales of Consumer Health by Category: Value 2018-2023  
Table 4 Sales of Consumer Health by Category: % Value Growth 2018-2023  
Table 5 NBO Company Shares of Consumer Health: % Value 2019-2023  
Table 6 LBN Brand Shares of Consumer Health: % Value 2020-2023  
Table 7 Penetration of Private Label in Consumer Health by Category: % Value 2018-2023  
Table 8 Distribution of Consumer Health by Format: % Value 2018-2023  
Table 9 Distribution of Consumer Health by Format and Category: % Value 2023  
Table 10 □Forecast Sales of Consumer Health by Category: Value 2023-2028  
Table 11 □Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

#### **APPENDIX**

Over the counter registration and classification  
Vitamins and dietary supplements registration and classification  
Self-medication/self-care and preventive medicine  
Switches

#### **DISCLAIMER**

#### **DEFINITIONS**

#### **SOURCES**

Summary 1 Research Sources

### **ANALGESICS IN DENMARK**

#### **KEY DATA FINDINGS**

#### **2023 DEVELOPMENTS**

Moderate current value sales growth in 2023, partly driven by inflation  
The analgesics landscape is highly consolidated as GlaxoSmithKline retains its lead  
CBD continues to grow in popularity as an alternative pain reliever

#### **PROSPECTS AND OPPORTUNITIES**

Moderate current value growth is expected over the forecast period  
Topical analgesics is set to perform well thanks to a post-pandemic surge in sporting activity  
Analgesics will continue to use suffer from lack of innovation and stagnation

#### **CATEGORY DATA**

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 12 Sales of Analgesics by Category: Value 2018-2023

Table 13 Sales of Analgesics by Category: % Value Growth 2018-2023

Table 14 NBO Company Shares of Analgesics: % Value 2019-2023

Table 15 LBN Brand Shares of Analgesics: % Value 2020-2023

Table 16 Forecast Sales of Analgesics by Category: Value 2023-2028

Table 17 Forecast Sales of Analgesics by Category: % Value Growth 2023-2028

COUGH, COLD AND ALLERGY (HAY FEVER) REMEDIES IN DENMARK

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth in current value sales in 2023 partly reflects inflationary pressures on average unit prices.

GSK Consumer Healthcare maintains its leading position, but generics continue to gain ground

CBD continues to grow in popularity as a natural alternative remedy

PROSPECTS AND OPPORTUNITIES

Muted current value growth over the forecast period will reflect inflationary pressures and changes in consumer behaviour

Vaccines could dampen current value growth of allergy remedies over the long term

Climate change is set to increase the prevalence of allergies such as hay fever

CATEGORY DATA

Table 18 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2018-2023

Table 19 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2018-2023

Table 20 NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2019-2023

Table 21 LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2023

Table 22 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2023-2028

Table 23 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2023-2028

DIGESTIVE REMEDIES IN DENMARK

KEY DATA FINDINGS

2023 DEVELOPMENTS

Current value sales growth driven by inflation and a return to international travel in 2023

Strong presence of key brands makes it difficult for smaller players to break through

No significant innovation in a mature category

PROSPECTS AND OPPORTUNITIES

Hectic pace of life may boost sales of digestive remedies in the coming years

Ageing population will help drive category growth

Pharmacies will hold onto value share but slowly lose ground to e-commerce

CATEGORY DATA

Table 24 Sales of Digestive Remedies by Category: Value 2018-2023

Table 25 Sales of Digestive Remedies by Category: % Value Growth 2018-2023

Table 26 NBO Company Shares of Digestive Remedies: % Value 2019-2023

Table 27 LBN Brand Shares of Digestive Remedies: % Value 2020-2023

Table 28 Forecast Sales of Digestive Remedies by Category: Value 2023-2028

Table 29 Forecast Sales of Digestive Remedies by Category: % Value Growth 2023-2028

DERMATOLOGICALS IN DENMARK

KEY DATA FINDINGS

2023 DEVELOPMENTS

Current value sales growth for dermatologicals in 2023

Omega ACO retains its lead in 2023 ahead of GSK consumer health and McNeil Denmark.

Non-grocery retailers continues to dominate, but e-commerce is gradually gaining ground

PROSPECTS AND OPPORTUNITIES

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Moderate growth expected for dermatologicals over the forecast period  
An ageing population and climate change will support growth in the years ahead  
Social stigma of certain products will continue to benefit online sales

#### CATEGORY DATA

Table 30 Sales of Dermatologicals by Category: Value 2018-2023  
Table 31 Sales of Dermatologicals by Category: % Value Growth 2018-2023  
Table 32 NBO Company Shares of Dermatologicals: % Value 2019-2023  
Table 33 LBN Brand Shares of Dermatologicals: % Value 2020-2023  
Table 34 LBN Brand Shares of Hair Loss Treatments: % Value 2020-2023  
Table 35 Forecast Sales of Dermatologicals by Category: Value 2023-2028  
Table 36 Forecast Sales of Dermatologicals by Category: % Value Growth 2023-2028

#### NRT SMOKING CESSATION AIDS IN DENMARK

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Volume and current value growth in 2023 for NRT smoking cessation aids  
Competitive landscape remains stable, dominated by Nicorette and Nicotinell  
E-commerce is now a significant channel, challenging pharmacies

##### PROSPECTS AND OPPORTUNITIES

Potential consumer base continues to contract, dampening opportunities for growth  
Negative reputation of vaping products will continue to benefit NRT smoking cessation aids  
Little innovation expected in the coming years as the key players maintain their duopoly

#### CATEGORY INDICATORS

Table 37 Number of Smokers by Gender 2018-2023

#### CATEGORY DATA

Table 38 Sales of NRT Smoking Cessation Aids by Category: Value 2018-2023  
Table 39 Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2018-2023  
Table 40 NBO Company Shares of NRT Smoking Cessation Aids: % Value 2019-2023  
Table 41 LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2020-2023  
Table 42 Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2023-2028  
Table 43 Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2023-2028

#### SLEEP AIDS IN DENMARK

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Current value growth reflects inflationary pressures in 2023  
Orkla Care continues to lead sleep aids in 2023, ahead of Natupharma  
Quality sleep is seen as an essential part of health and wellness

##### PROSPECTS AND OPPORTUNITIES

Moderate current value growth is expected over the forecast period  
Players will continue to innovate in order to stand out from the crowd  
Other relaxation methods could dampen demand for sleep aids in the years ahead

#### CATEGORY DATA

Table 44 Sales of Sleep Aids: Value 2018-2023  
Table 45 Sales of Sleep Aids: % Value Growth 2018-2023  
Table 46 NBO Company Shares of Sleep Aids: % Value 2019-2023  
Table 47 LBN Brand Shares of Sleep Aids: % Value 2020-2023  
Table 48 Forecast Sales of Sleep Aids: Value 2023-2028  
Table 49 Forecast Sales of Sleep Aids: % Value Growth 2023-2028

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## EYE CARE IN DENMARK

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Eye care sees current and volume sales growth in 2023 as inflation rises and consumers spend more time on screens and in contact with allergens

The competitive landscape continues to be driven by well-known brands

Fierce competition eats away at profit margins

#### PROSPECTS AND OPPORTUNITIES

Increased time spent on screens supports value sales of standard eye care

Standard eye care will be boosted by Denmark's ageing population

Allergy eye care is set to register growth as the climate becomes warmer

#### CATEGORY DATA

Table 50 Sales of Eye Care by Category: Value 2018-2023

Table 51 Sales of Eye Care by Category: % Value Growth 2018-2023

Table 52 NBO Company Shares of Eye Care: % Value 2019-2023

Table 53 LBN Brand Shares of Eye Care: % Value 2020-2023

Table 54 Forecast Sales of Eye Care by Category: Value 2023-2028

Table 55 Forecast Sales of Eye Care by Category: % Value Growth 2023-2028

## WOUND CARE IN DENMARK

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Current value and volume sales growth in 2023 for wound care

Beiersdorf leads but private label offerings continue to have a solid share of the landscape

Pricing is the main driver of value sales in 2023

#### PROSPECTS AND OPPORTUNITIES

Moderate growth likely over the forecast period unless significant innovation is seen

Distribution channel landscape will remain stable, but e-commerce will gain ground

Offering added value will be necessary for players to stand out from the crowd

#### CATEGORY DATA

Table 56 Sales of Wound Care by Category: Value 2018-2023

Table 57 Sales of Wound Care by Category: % Value Growth 2018-2023

Table 58 NBO Company Shares of Wound Care: % Value 2019-2023

Table 59 LBN Brand Shares of Wound Care: % Value 2020-2023

Table 60 Forecast Sales of Wound Care by Category: Value 2023-2028

Table 61 Forecast Sales of Wound Care by Category: % Value Growth 2023-2028

## VITAMINS IN DENMARK

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Reduced demand for vitamins is offset by price increases as a result of inflation

Orkla Care is set to retain its lead in 2023 thanks to the popular range Livol

E-commerce is now a significant distribution channel for sales of vitamins in Denmark

#### PROSPECTS AND OPPORTUNITIES

Healthy growth is expected over the forecast period

Innovation will be needed to sustain growth in multivitamins

Vitamins combine with lifestyle and dietary supplements

#### CATEGORY DATA

Table 62 Sales of Vitamins by Category: Value 2018-2023

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 63 Sales of Vitamins by Category: % Value Growth 2018-2023

Table 64 Sales of Multivitamins by Positioning: % Value 2018-2023

Table 65 NBO Company Shares of Vitamins: % Value 2019-2023

Table 66 LBN Brand Shares of Vitamins: % Value 2020-2023

Table 67 Forecast Sales of Vitamins by Category: Value 2023-2028

Table 68 Forecast Sales of Vitamins by Category: % Value Growth 2023-2028

## DIETARY SUPPLEMENTS IN DENMARK

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Current value growth in 2023 as inflation bites

Orkla Care retains the lead in 2023 thanks to a solid portfolio

E-commerce is now a significant distribution channel for dietary supplements

### PROSPECTS AND OPPORTUNITIES

Segmentation will be key for growth over the forecast period

Dietary supplements will combine rather than compete with vitamins

Rise of veganism will see increased demand for dietary supplements

### CATEGORY DATA

Table 69 Sales of Dietary Supplements by Category: Value 2018-2023

Table 70 Sales of Dietary Supplements by Category: % Value Growth 2018-2023

Table 71 Sales of Dietary Supplements by Positioning: % Value 2018-2023

Table 72 NBO Company Shares of Dietary Supplements: % Value 2019-2023

Table 73 LBN Brand Shares of Dietary Supplements: % Value 2020-2023

Table 74 Forecast Sales of Dietary Supplements by Category: Value 2023-2028

Table 75 Forecast Sales of Dietary Supplements by Category: % Value Growth 2023-2028

## WEIGHT MANAGEMENT AND WELLBEING IN DENMARK

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Current value sales of weight management increase in 2023

The competitive landscape remains stable, with Nutricia still on top

E-commerce and direct selling are significant channels for weight management products

### PROSPECTS AND OPPORTUNITIES

Modest current value growth for over the counter obesity over the forecast period

Increasing competition likely from products such as protein bars

E-commerce will continue to grow at a healthy pace

### CATEGORY DATA

Table 76 Sales of Weight Management and Wellbeing by Category: Value 2018-2023

Table 77 Sales of Weight Management and Wellbeing by Category: % Value Growth 2018-2023

Table 78 NBO Company Shares of Weight Management and Wellbeing: % Value 2019-2023

Table 79 LBN Brand Shares of Weight Management and Wellbeing: % Value 2020-2023

Table 80 Forecast Sales of Weight Management and Wellbeing by Category: Value 2023-2028

Table 81 Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2023-2028

## SPORTS NUTRITION IN DENMARK

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Healthy current value growth for sports nutrition in 2023

BodyLab and Nutramino continue to lead, but competition is intensifying

Increased protein products are a key trend in 2023

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## PROSPECTS AND OPPORTUNITIES

Rosy outlook for sports nutrition over the forecast period

E-commerce will remain a key battleground for players

The rise of veganism will influence new product development

## CATEGORY DATA

Table 82 Sales of Sports Nutrition by Category: Value 2018-2023

Table 83 Sales of Sports Nutrition by Category: % Value Growth 2018-2023

Table 84 NBO Company Shares of Sports Nutrition: % Value 2019-2023

Table 85 LBN Brand Shares of Sports Nutrition: % Value 2020-2023

Table 86 Forecast Sales of Sports Nutrition by Category: Value 2023-2028

Table 87 Forecast Sales of Sports Nutrition by Category: % Value Growth 2023-2028

## HERBAL/TRADITIONAL PRODUCTS IN DENMARK

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Current value sales growth reflects rising inflation in 2023

Pharmacies is still on top, but e-commerce gains further ground

Cloetta Danmark leads sales within the fragmented competitive landscape

### PROSPECTS AND OPPORTUNITIES

Innovation and differentiation will characterise herbal/traditional products over the forecast period

Moderate current value growth likely over the forecast period

E-commerce will continue to threaten sales via traditional retail channels in the years ahead

## CATEGORY DATA

Table 88 Sales of Herbal/Traditional Products by Category: Value 2018-2023

Table 89 Sales of Herbal/Traditional Products by Category: % Value Growth 2018-2023

Table 90 NBO Company Shares of Herbal/Traditional Products: % Value 2019-2023

Table 91 LBN Brand Shares of Herbal/Traditional Products: % Value 2020-2023

Table 92 Forecast Sales of Herbal/Traditional Products by Category: Value 2023-2028

Table 93 Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2023-2028

## PAEDIATRIC CONSUMER HEALTH IN DENMARK

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Vitamins and dietary supplements sees robust current value sales, but paediatric analgesics registers only minor growth

Pharmacies continues to represent most sales, but e-commerce gains ground

GSK Consumer Healthcare continues to lead in 2023 thanks to the popularity of Panodil

### PROSPECTS AND OPPORTUNITIES

A consolidated competitive landscape will hamper the chances of smaller players

Shift towards natural products will continue apace over forecast period

Players set to continue to focus on child-friendly designs in the years ahead

## CATEGORY DATA

Table 94 Sales of Paediatric Consumer Health by Category: Value 2018-2023

Table 95 Sales of Paediatric Consumer Health by Category: % Value Growth 2018-2023

Table 96 NBO Company Shares of Paediatric Consumer Health: % Value 2019-2023

Table 97 LBN Brand Shares of Paediatric Consumer Health: % Value 2020-2023

Table 98 Forecast Sales of Paediatric Consumer Health by Category: Value 2023-2028

Table 99 Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2023-2028

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Consumer Health in Denmark

Market Direction | 2023-09-21 | 101 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€2200.00
	Multiple User License (1 Site)	€4400.00
	Multiple User License (Global)	€6600.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-08"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com