

## **Vitamins in Sweden**

Market Direction | 2023-10-03 | 22 pages | Euromonitor

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### **Report description:**

Vitamins saw exceptional growth during 2020, the first year of the COVID-19 crisis, thanks to a strong consumer focus on preventive health and a desire to boost the functioning of immune systems. This exceptional growth meant limited growth opportunities in subsequent years (as consumption was already at an unprecedented level). However, a continued focus on preventative health meant that retail volume sales of vitamins did increase slightly in 2022 and 2023. While the immediate threat COVID-19...

Euromonitor International's Vitamins 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 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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.

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## **Table of Contents:**

Vitamins in Sweden  
Euromonitor International  
October 2023

List Of Contents And Tables

### VITAMINS IN SWEDEN

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Return of common illnesses maintains focus on immunity

Inflation places pressure on player margins

E-commerce goes from strength to strength

#### PROSPECTS AND OPPORTUNITIES

Vitamins to benefit from expanded consumer base

Further development of private label segment

E-commerce will continue to develop

#### CATEGORY DATA

Table 1 Sales of Vitamins by Category: Value 2018-2023

Table 2 Sales of Vitamins by Category: % Value Growth 2018-2023

Table 3 Sales of Multivitamins by Positioning: % Value 2018-2023

Table 4 NBO Company Shares of Vitamins: % Value 2019-2023

Table 5 LBN Brand Shares of Vitamins: % Value 2020-2023

Table 6 Forecast Sales of Vitamins by Category: Value 2023-2028

Table 7 Forecast Sales of Vitamins by Category: % Value Growth 2023-2028

### CONSUMER HEALTH IN SWEDEN

#### EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

#### MARKET INDICATORS

Table 8 Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 9 Life Expectancy at Birth 2018-2023

#### MARKET DATA

Table 10 Sales of Consumer Health by Category: Value 2018-2023

Table 11 Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 12 NBO Company Shares of Consumer Health: % Value 2019-2023

Table 13 LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 14 Penetration of Private Label in Consumer Health by Category: % Value 2018-2023

Table 15 Distribution of Consumer Health by Format: % Value 2018-2023

Table 16 Distribution of Consumer Health by Format and Category: % Value 2023

Table 17 □Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 18 □Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

#### 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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