

Consumer Health in Denmark

Market Direction | 2024-09-23 | 101 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2675.00
- Multiple User License (1 Site) €5350.00
- Multiple User License (Global) €8025.00

Report description:

In 2024, consumer health in Denmark demonstrated positive value growth, reflecting an improving economic environment and a decline in inflation rates compared to previous years. The Danish economy's gradual recovery, combined with lower inflation and a reduction in interest rates, has fostered a more optimistic consumer sentiment. Although many consumers are prioritising expenditures on travel and experiences, consumer health has not been significantly affected by these shifting priorities. Most...

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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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

www.scotts-international.com

Table of Contents:

Consumer Health in Denmark
Euromonitor International
September 2024

List Of Contents And Tables

CONSUMER HEALTH IN DENMARK

EXECUTIVE SUMMARY

Consumer health in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for consumer health?

MARKET INDICATORS

Table 1 Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024
Table 2 Life Expectancy at Birth 2019-2024

MARKET DATA

Table 3 Sales of Consumer Health by Category: Value 2019-2024
Table 4 Sales of Consumer Health by Category: % Value Growth 2019-2024
Table 5 NBO Company Shares of Consumer Health: % Value 2020-2024
Table 6 LBN Brand Shares of Consumer Health: % Value 2021-2024
Table 7 Penetration of Private Label in Consumer Health by Category: % Value 2019-2024
Table 8 Distribution of Consumer Health by Format: % Value 2019-2024
Table 9 Distribution of Consumer Health by Format and Category: % Value 2024
Table 10 □Forecast Sales of Consumer Health by Category: Value 2024-2029
Table 11 □Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

APPENDIX

OTC 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

2024 DEVELOPMENTS

Post-pandemic stability and moderate value growth
The analgesics landscape is highly consolidated as GlaxoSmithKline retains its lead
E-commerce expansion in the analgesics market

PROSPECTS AND OPPORTUNITIES

Shifts towards holistic health and potential decline in analgesics demand
Growth in paediatric acetaminophen linked to higher birth rates
Pharmacies to face rising competition from e-commerce

CATEGORY DATA

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 12 Sales of Analgesics by Category: Value 2019-2024

Table 13 Sales of Analgesics by Category: % Value Growth 2019-2024

Table 14 NBO Company Shares of Analgesics: % Value 2020-2024

Table 15 LBN Brand Shares of Analgesics: % Value 2021-2024

Table 16 Forecast Sales of Analgesics by Category: Value 2024-2029

Table 17 Forecast Sales of Analgesics by Category: % Value Growth 2024-2029

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

KEY DATA FINDINGS

2024 DEVELOPMENTS

Antihistamines experience strong value growth amidst prolonged allergy season

Stabilisation of cough remedies and decongestants post-pandemic

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

PROSPECTS AND OPPORTUNITIES

Increased competition from natural remedies and VDS products

Continued growth in allergy remedies due to extended pollen seasons

E-commerce growth to intensify as online pharmacies expand

CATEGORY DATA

Table 18 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2019-2024

Table 19 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2019-2024

Table 20 NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2024

Table 21 LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2021-2024

Table 22 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2024-2029

Table 23 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2024-2029

DIGESTIVE REMEDIES IN DENMARK

KEY DATA FINDINGS

2024 DEVELOPMENTS

Ageing population and stressful lifestyles fuel demand for indigestion and heartburn remedies

Travel surge drives growth in motion sickness and diarrhoeal remedies

E-commerce growth enhances access to digestive remedies

PROSPECTS AND OPPORTUNITIES

Sustained travel demand to support motion sickness and diarrhoeal remedies

Busy lifestyles and poor dietary habits to drive demand for digestive remedies

Holistic health trends could challenge growth in digestive remedies

CATEGORY DATA

Table 24 Sales of Digestive Remedies by Category: Value 2019-2024

Table 25 Sales of Digestive Remedies by Category: % Value Growth 2019-2024

Table 26 NBO Company Shares of Digestive Remedies: % Value 2020-2024

Table 27 LBN Brand Shares of Digestive Remedies: % Value 2021-2024

Table 28 Forecast Sales of Digestive Remedies by Category: Value 2024-2029

Table 29 Forecast Sales of Digestive Remedies by Category: % Value Growth 2024-2029

DERMATOLOGICALS IN DENMARK

KEY DATA FINDINGS

2024 DEVELOPMENTS

Increased attention to hair loss treatments with return to socialising

Moderate growth in OTC medicated shampoos after 2023 decline

E-commerce growth driven by convenience and privacy for dermatologicals

PROSPECTS AND OPPORTUNITIES

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Sustained growth in dermatologicals driven by aesthetic and lifestyle factors

Antiparasitics/lice treatments to see solid demand as schools resume

Trusted brands to dominate as consumers prioritise safety and efficiency

CATEGORY DATA

Table 30 Sales of Dermatologicals by Category: Value 2019-2024

Table 31 Sales of Dermatologicals by Category: % Value Growth 2019-2024

Table 32 NBO Company Shares of Dermatologicals: % Value 2020-2024

Table 33 LBN Brand Shares of Dermatologicals: % Value 2021-2024

Table 34 LBN Brand Shares of Hair Loss Treatments: % Value 2021-2024

Table 35 Forecast Sales of Dermatologicals by Category: Value 2024-2029

Table 36 Forecast Sales of Dermatologicals by Category: % Value Growth 2024-2029

NRT SMOKING CESSATION AIDS IN DENMARK

KEY DATA FINDINGS

2024 DEVELOPMENTS

Declining smoking prevalence impacts NRT sales

Highly consolidated market with limited competition

E-commerce growth driven by convenience and repeat purchases

PROSPECTS AND OPPORTUNITIES

Continued decline in smoking prevalence to challenge NRT demand

E-commerce growth to continue, but pharmacies to retain dominance

NRT smoking cessation aids likely to face competition from alternative products

CATEGORY INDICATORS

Table 37 Number of Smokers by Gender 2019-2024

CATEGORY DATA

Table 38 Sales of NRT Smoking Cessation Aids by Category: Value 2019-2024

Table 39 Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2019-2024

Table 40 NBO Company Shares of NRT Smoking Cessation Aids: % Value 2020-2024

Table 41 LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2021-2024

Table 42 Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2024-2029

Table 43 Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2024-2029

SLEEP AIDS IN DENMARK

KEY DATA FINDINGS

2024 DEVELOPMENTS

Increasing demand for sleep aids due to busy lifestyles

Melatonin's rising popularity poses competition for sleep aids

Consumer trust in established brands limits private label growth

PROSPECTS AND OPPORTUNITIES

E-commerce to capture greater share of sleep aid sales

Growing interest in non-medicinal alternatives

Potential for melatonin to become OTC in Denmark

CATEGORY DATA

Table 44 Sales of Sleep Aids: Value 2019-2024

Table 45 Sales of Sleep Aids: % Value Growth 2019-2024

Table 46 NBO Company Shares of Sleep Aids: % Value 2020-2024

Table 47 LBN Brand Shares of Sleep Aids: % Value 2021-2024

Table 48 Forecast Sales of Sleep Aids: Value 2024-2029

Table 49 Forecast Sales of Sleep Aids: % Value Growth 2024-2029

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

EYE CARE IN DENMARK

KEY DATA FINDINGS

2024 DEVELOPMENTS

Allergy eye care continues growth amidst extended pollen season

Increased screen time drives growth in standard eye care

E-commerce continues to gain ground

PROSPECTS AND OPPORTUNITIES

Allergy eye care set to grow as allergies become more prevalent

Continued demand for standard eye care due to screen exposure and ageing population

New opportunities for eye care targeting younger demographics

CATEGORY DATA

Table 50 Sales of Eye Care by Category: Value 2019-2024

Table 51 Sales of Eye Care by Category: % Value Growth 2019-2024

Table 52 NBO Company Shares of Eye Care: % Value 2020-2024

Table 53 LBN Brand Shares of Eye Care: % Value 2021-2024

Table 54 Forecast Sales of Eye Care by Category: Value 2024-2029

Table 55 Forecast Sales of Eye Care by Category: % Value Growth 2024-2029

WOUND CARE IN DENMARK

KEY DATA FINDINGS

2024 DEVELOPMENTS

Increased outdoor activities drive growth

First aid kits experience renewed demand

Grocery retailers dominate distribution

PROSPECTS AND OPPORTUNITIES

Steady growth supported by active lifestyles

The need for product innovation

The rise of private label

CATEGORY DATA

Table 56 Sales of Wound Care by Category: Value 2019-2024

Table 57 Sales of Wound Care by Category: % Value Growth 2019-2024

Table 58 NBO Company Shares of Wound Care: % Value 2020-2024

Table 59 LBN Brand Shares of Wound Care: % Value 2021-2024

Table 60 Forecast Sales of Wound Care by Category: Value 2024-2029

Table 61 Forecast Sales of Wound Care by Category: % Value Growth 2024-2029

VITAMINS IN DENMARK

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth driven by health and wellness focus

Vitamin D continues to dominate

E-commerce gains ground

PROSPECTS AND OPPORTUNITIES

Continued growth for vitamin C and vitamin D

Multivitamins face growing competition from personalised supplements

Increasing popularity of private label vitamins

CATEGORY DATA

Table 62 Sales of Vitamins by Category: Value 2019-2024

Table 63 Sales of Vitamins by Category: % Value Growth 2019-2024

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 64 Sales of Multivitamins by Positioning: % Value 2019-2024

Table 65 NBO Company Shares of Vitamins: % Value 2020-2024

Table 66 LBN Brand Shares of Vitamins: % Value 2021-2024

Table 67 Forecast Sales of Vitamins by Category: Value 2024-2029

Table 68 Forecast Sales of Vitamins by Category: % Value Growth 2024-2029

DIETARY SUPPLEMENTS IN DENMARK

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth driven by health and wellness trends

Rising demand for vegan supplements

E-commerce continues to thrive

PROSPECTS AND OPPORTUNITIES

Growing demand for premium and private label supplements

Increased competition from private label supplements

Growing interest in inner beauty supplements

CATEGORY DATA

Table 69 Sales of Dietary Supplements by Category: Value 2019-2024

Table 70 Sales of Dietary Supplements by Category: % Value Growth 2019-2024

Table 71 Sales of Dietary Supplements by Positioning: % Value 2019-2024

Table 72 NBO Company Shares of Dietary Supplements: % Value 2020-2024

Table 73 LBN Brand Shares of Dietary Supplements: % Value 2021-2024

Table 74 Forecast Sales of Dietary Supplements by Category: Value 2024-2029

Table 75 Forecast Sales of Dietary Supplements by Category: % Value Growth 2024-2029

WEIGHT MANAGEMENT AND WELLBEING IN DENMARK

KEY DATA FINDINGS

2024 DEVELOPMENTS

Shift towards holistic health and lower growth in meal replacements

Surge in semaglutide products like Ozempic and Wegovy

E-commerce growth continues in weight management products

PROSPECTS AND OPPORTUNITIES

Increased product innovation to meet dietary and lifestyle preferences

Continued growth in semaglutide sales and its impact on other categories

Increasing competition from protein-based products

CATEGORY DATA

Table 76 Sales of Weight Management and Wellbeing by Category: Value 2019-2024

Table 77 Sales of Weight Management and Wellbeing by Category: % Value Growth 2019-2024

Table 78 NBO Company Shares of Weight Management and Wellbeing: % Value 2020-2024

Table 79 LBN Brand Shares of Weight Management and Wellbeing: % Value 2021-2024

Table 80 Forecast Sales of Weight Management and Wellbeing by Category: Value 2024-2029

Table 81 Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2024-2029

SPORTS NUTRITION IN DENMARK

KEY DATA FINDINGS

2024 DEVELOPMENTS

Solid growth in all sports nutrition categories

Strong growth in sports protein RTD and bars

E-commerce as the leading channel for sports nutrition

PROSPECTS AND OPPORTUNITIES

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Continued growth driven by health and wellness trends

Growth in vegan and natural sports nutrition products

E-commerce to dominate amidst growing competition

CATEGORY DATA

Table 82 Sales of Sports Nutrition by Category: Value 2019-2024

Table 83 Sales of Sports Nutrition by Category: % Value Growth 2019-2024

Table 84 NBO Company Shares of Sports Nutrition: % Value 2020-2024

Table 85 LBN Brand Shares of Sports Nutrition: % Value 2021-2024

Table 86 Forecast Sales of Sports Nutrition by Category: Value 2024-2029

Table 87 Forecast Sales of Sports Nutrition by Category: % Value Growth 2024-2029

HERBAL/TRADITIONAL PRODUCTS IN DENMARK

KEY DATA FINDINGS

2024 DEVELOPMENTS

Positive growth amidst health and wellness trend

Fragmented market with rising competition

E-commerce drives convenience and growth

PROSPECTS AND OPPORTUNITIES

Moderate growth as holistic health gains popularity

Brand trust to remain a key factor in consumer choices

E-commerce growth to challenge physical stores

CATEGORY DATA

Table 88 Sales of Herbal/Traditional Products by Category: Value 2019-2024

Table 89 Sales of Herbal/Traditional Products by Category: % Value Growth 2019-2024

Table 90 NBO Company Shares of Herbal/Traditional Products: % Value 2020-2024

Table 91 LBN Brand Shares of Herbal/Traditional Products: % Value 2021-2024

Table 92 Forecast Sales of Herbal/Traditional Products by Category: Value 2024-2029

Table 93 Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2024-2029

PAEDIATRIC CONSUMER HEALTH IN DENMARK

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growing demand for paediatric vitamins and dietary supplements

Stabilisation of paediatric analgesics growth

Rise of e-commerce for paediatric consumer health products

PROSPECTS AND OPPORTUNITIES

Positive growth supported by birth rate and product variety

Continued preference for well-known brands

Anticipated growth for paediatric acetaminophen

CATEGORY DATA

Table 94 Sales of Paediatric Consumer Health by Category: Value 2019-2024

Table 95 Sales of Paediatric Consumer Health by Category: % Value Growth 2019-2024

Table 96 NBO Company Shares of Paediatric Consumer Health: % Value 2020-2024

Table 97 LBN Brand Shares of Paediatric Consumer Health: % Value 2021-2024

Table 98 Forecast Sales of Paediatric Consumer Health by Category: Value 2024-2029

Table 99 Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2024-2029

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Consumer Health in Denmark

Market Direction | 2024-09-23 | 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	€2675.00
	Multiple User License (1 Site)	€5350.00
	Multiple User License (Global)	€8025.00
		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	2025-05-08
		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