

Vitamins in Denmark

Market Direction | 2024-09-23 | 22 pages | Euromonitor

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Report description:

In 2024, vitamins continued to see solid positive growth, reflecting the ongoing health and wellness trend amongst Danish consumers. Many are increasingly focused on adding vitamins to their daily routines to improve overall health and support immunity, especially following the health-conscious behaviours developed during the COVID-19 pandemic. Although inflation rates were significantly lower in 2024 compared to previous years, a portion of the value growth in the vitamins category was still dr...

Euromonitor International's Vitamins 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: 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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