

Vitamins in the Netherlands

Market Direction | 2024-09-24 | 22 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

Report description:

The vitamins market in the Netherlands is expected to maintain steady growth in current value terms in 2024, continuing the positive trajectory from the previous year. Although COVID-19 has transitioned into an endemic phase, consumers remain focused on immune health, driving demand for products like vitamin C, which is known to support the immune system. Vitamin D is also experiencing growing demand, partly due to new legislation which means that it is no longer covered under health insurance,....

Euromonitor International's Vitamins in Netherlands 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.

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.

Table of Contents:

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

List Of Contents And Tables

VITAMINS IN THE NETHERLANDS

KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand for vitamins continues to grow, despite signs of maturity

Promotional campaigns focus on prevention

Dutch consumers seek out the best discounts across channels

PROSPECTS AND OPPORTUNITIES

Growing awareness of vitamin D supplements will fuel further diversification

Multivitamins will continue to see a growing demand, despite shift towards healthier diets

Growing variety of formats will boost demand for children's products

CATEGORY DATA

Table 1 Sales of Vitamins by Category: Value 2019-2024

Table 2 Sales of Vitamins by Category: % Value Growth 2019-2024

Table 3 Sales of Multivitamins by Positioning: % Value 2019-2024

Table 4 NBO Company Shares of Vitamins: % Value 2020-2024

Table 5 LBN Brand Shares of Vitamins: % Value 2021-2024

Table 6 Forecast Sales of Vitamins by Category: Value 2024-2029

Table 7 Forecast Sales of Vitamins by Category: % Value Growth 2024-2029

CONSUMER HEALTH IN THE NETHERLANDS

EXECUTIVE SUMMARY

Consumer health in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What's next for consumer health?

MARKET INDICATORS

Table 8 Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024

Table 9 Life Expectancy at Birth 2019-2024

MARKET DATA

Table 10 Sales of Consumer Health by Category: Value 2019-2024

Table 11 Sales of Consumer Health by Category: % Value Growth 2019-2024

Table 12 NBO Company Shares of Consumer Health: % Value 2020-2024

Table 13 LBN Brand Shares of Consumer Health: % Value 2021-2024

Table 14 Penetration of Private Label in Consumer Health by Category: % Value 2019-2024

Table 15 Distribution of Consumer Health by Format: % Value 2019-2024

Table 16 Distribution of Consumer Health by Format and Category: % Value 2024

Table 17 Forecast Sales of Consumer Health by Category: Value 2024-2029

Table 18 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 preventative medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Vitamins in the Netherlands

Market Direction | 2024-09-24 | 22 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	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
	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*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-10
	Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com