



Vitamins in Finland

September 2024

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Vitamins in Finland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Stagnant sales for vitamins in 2024

Orkla remains in the lead, followed by Orion, while multivitamins remains diverse

Innovation in terms of combination products and updated formats

PROSPECTS AND OPPORTUNITIES

Growth hampered by maturity

New recommendations may impact development, as other single vitamins strengthens

Fragmentation will increase and demand for value-added options will rise

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