



# Vitamins in Norway

September 2023

Table of Contents

## Vitamins in Norway - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sales declines continue as the category adjusts after booming during the pandemic  
Single vitamins continue to dominate sales as consumers prefer a targeted approach  
E-Commerce continues to develop into a major distribution channel for vitamins

#### PROSPECTS AND OPPORTUNITIES

Steady rather than spectacular growth expected as questions over efficacy remain  
Demographic changes and heightened health awareness to support sales growth  
Innovation and new product development to drive demand during the forecast period

#### 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 Norway - Industry Overview

### 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  
Vitamins and dietary supplements registration and classification  
Self-medication/self-care and preventive medicine  
Switches

### DISCLAIMER

## DEFINITIONS

## SOURCES

### Summary 1 - Research Sources

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/vitamins-in-norway/report](http://www.euromonitor.com/vitamins-in-norway/report).