

Vitamins in Portugal

September 2024

Table of Contents

Vitamins in Portugal - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Vitamins witness further contraction in retail volume sales Players expand their multivitamin portfolios Varied performance of single vitamins

PROSPECTS AND OPPORTUNITIES

Vitamins sales face decline as demand levels normalise Gummies offer new growth opportunities Pharmacies face growing competition from retail e-commerce and vending

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 Portugal - Industry Overview

EXECUTIVE SUMMARY

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

MARKET INDICATORS

Table 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024Table 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 preventive medicine Switches Summary 1 - OTC: Switches 2023-2024

DISCLAIMER

DEFINITIONS

SOURCES

Summary 2 - 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-portugal/report.