

Vitamins in Denmark

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Abstracts

Vitamins received a significant boost from the pandemic as consumers sought to boost their immune systems and protect themselves from COVID-19. Now that concerns around the virus have abated, there is less demand for vitamins, and volume growth is slower in 2023 than during the previous year of the review period. However, the health and wellness trend in Denmark continues apace, while rising inflation is contributing to current value growth. Inflationary pressures in 2022 and 2023 have resulted...

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 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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.

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