



Vitamins in Spain

September 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growing education about holistic and preventative health supports vitamins
Dietary supplements hinder a stronger performance from vitamins
Bayer maintains its company lead, while Haleon’s Centrum holds top brand place

PROSPECTS AND OPPORTUNITIES

Vitamins will continue to enjoy sales, while facing ongoing competition from dietary supplements
Players expected to focus on healthy ageing to promote targeted vitamins
Single vitamins retain further growth prospects

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 Spain - 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 2019-2024
- 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 preventive medicine
Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

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