



Euromonitor  
International

# Vitamins in France

September 2024

Table of Contents

## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Return to pre-pandemic trends for vitamins in France

Multivitamins too expensive for many, as vitamin D recovers from previous year's dip

Bayer rises in 2024

### PROSPECTS AND OPPORTUNITIES

Growth set to continue during forecast period, benefitting from dietary trends

Multivitamin growth to stay stable

Vitamin D recommendation expected to accelerate growth

### 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 France - 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

#### 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-france/report](http://www.euromonitor.com/vitamins-in-france/report).