



Vitamins in Germany

December 2023

Table of Contents

Vitamins in Germany - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Stabilisation, but the demand for vitamins remains strong
Vitamin-enriched food and beverages are representing competition

PROSPECTS AND OPPORTUNITIES

Mindful purchasing habits to shape the category dynamics
Personalisation expected to become a trend in vitamins
Further development of private label expected

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 Germany - 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
Summary 1 - OTC: Switches 2022-2023

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-germany/report.