

Vitamins in the Netherlands

September 2024

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Vitamins in the Netherlands - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand for vitamins continues to grow, despite signs of maturity Promotional campaigns focus on prevention Dutch consumers seek out the best discounts across channels

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Growing awareness of vitamin D supplements will fuel further diversification Multivitamins will continue to see a growing demand, despite shift towards healthier diets Growing variety of formats will boost demand for children's products

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DISCLAIMER

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