

# 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

# PROSPECTS AND OPPORTUNITIES

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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