

# **Dietary Supplements in Germany**

November 2024

Table of Contents

# Dietary Supplements in Germany - Category analysis

### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Dietary supplements continues to perform positively Sexual wellness supplements gain attention Competition continues to rise in fragmented landscape

#### PROSPECTS AND OPPORTUNITIES

Increasing focus on segmentation and product innovation Promising outlook for collagen and probiotic supplements Forecast period to see demand for cycle-specific supplements

#### CATEGORY DATA

Table 1 - Sales of Dietary Supplements by Category: Value 2019-2024
Table 2 - Sales of Dietary Supplements by Category: % Value Growth 2019-2024
Table 3 - Sales of Dietary Supplements by Positioning: % Value 2019-2024
Table 4 - NBO Company Shares of Dietary Supplements: % Value 2020-2024
Table 5 - LBN Brand Shares of Dietary Supplements: % Value 2021-2024
Table 6 - Forecast Sales of Dietary Supplements by Category: Value 2024-2029
Table 7 - Forecast Sales of Dietary Supplements by Category: % Value Growth 2024-2029

# Consumer Health in Germany - 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 2019-2024Table 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 preventative medicine Switches Summary 1 - OTC: Switches 2023-2024

#### 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/dietary-supplements-in-germany/report.