

# Vitamins in Norway

September 2023

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## Vitamins in Norway - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sales declines continue as the category adjusts after booming during the pandemic  
Single vitamins continue to dominate sales as consumers prefer a targeted approach  
E-Commerce continues to develop into a major distribution channel for vitamins

#### PROSPECTS AND OPPORTUNITIES

Steady rather than spectacular growth expected as questions over efficacy remain  
Demographic changes and heightened health awareness to support sales growth  
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