

# Dietary Supplements in Denmark

September 2023

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## Dietary Supplements in Denmark - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Current value growth in 2023 as inflation bites  
Orkla Care retains the lead in 2023 thanks to a solid portfolio  
E-commerce is now a significant distribution channel for dietary supplements

#### PROSPECTS AND OPPORTUNITIES

Segmentation will be key for growth over the forecast period  
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Rise of veganism will see increased demand for dietary supplements

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### DISCLAIMER

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