

# Vitamins in Belgium

September 2025

**Table of Contents** 

# Vitamins in Belgium - Category analysis

#### **KEY DATA FINDINGS**

#### 2025 DEVELOPMENTS

Targeted supplementation drives growth for vitamins in Belgium

Procter & Gamble Health Belgium NV retains its lead of a fragmented competitive landscape

Pharmacies remains the lead distribution channel despite rising pressure

## PROSPECTS AND OPPORTUNITIES

Moderate growth is anticipated, driven by single vitamins and an ageing population

Self-care routines are set to drive growth across various retail channels

Preventive health care and wellness trends are expected to drive vitamin use in Belgium

#### CATEGORY DATA

Table 1 - Sales of Vitamins by Category: Value 2020-2025

Table 2 - Sales of Vitamins by Category: % Value Growth 2020-2025

Table 3 - Sales of Multivitamins by Positioning: % Value 2020-2025

Table 4 - NBO Company Shares of Vitamins: % Value 2021-2025

Table 5 - LBN Brand Shares of Vitamins: % Value 2022-2025

Table 6 - Forecast Sales of Vitamins by Category: Value 2025-2030

Table 7 - Forecast Sales of Vitamins by Category: % Value Growth 2025-2030

# Consumer Health in Belgium - Industry Overview

## **EXECUTIVE SUMMARY**

Consumer Health in 2025: The big picture

Key trends in 2025

Competitive landscape

Channel developments

What next for Consumer Health?

# MARKET INDICATORS

Table 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025

Table 9 - Life Expectancy at Birth 2020-2025

#### MARKET DATA

Table 10 - Sales of Consumer Health by Category: Value 2020-2025

Table 11 - Sales of Consumer Health by Category: % Value Growth 2020-2025

Table 12 - NBO Company Shares of Consumer Health: % Value 2021-2025

Table 13 - LBN Brand Shares of Consumer Health: % Value 2022-2025

Table 14 - Penetration of Private Label in Consumer Health by Category: % Value 2020-2025

Table 15 - Distribution of Consumer Health by Format: % Value 2020-2025

Table 16 - Distribution of Consumer Health by Format and Category: % Value 2025

Table 17 - Forecast Sales of Consumer Health by Category: Value 2025-2030

Table 18 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

# APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

Summary 1 - OTC: Switches 2024-2025

DISCLAIMER

**DEFINITIONS** 

**SOURCES** 

Summary 2 - Research Sources

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