



Dietary Supplements in Finland

September 2025

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Dietary Supplements in Finland - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising demand and innovation drive growth in dietary supplements in 2025

Midsona Finland Oy leads dietary supplements in 2025 amidst growing competition

Channel competition intensifies in dietary supplements as variety stores and retail e-commerce gain ground

PROSPECTS AND OPPORTUNITIES

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Innovation in dietary supplement formats and functionality is set to drive future growth

Demand is expected to grow for adaptogens, cognitive and digestive support

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