



Euromonitor
International

Dietary Supplements in Finland

September 2025

Table of Contents

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

Improving economy and evolving consumer knowledge is set to drive growth
Innovation in dietary supplement formats and functionality is set to drive future growth
Demand is expected to grow for adaptogens, cognitive and digestive support

CATEGORY DATA

- Table 1 - Sales of Dietary Supplements by Category: Value 2020-2025
- Table 2 - Sales of Dietary Supplements by Category: % Value Growth 2020-2025
- Table 3 - Sales of Dietary Supplements by Positioning: % Value 2020-2025
- Table 4 - NBO Company Shares of Dietary Supplements: % Value 2021-2025
- Table 5 - LBN Brand Shares of Dietary Supplements: % Value 2022-2025
- Table 6 - Forecast Sales of Dietary Supplements by Category: Value 2025-2030
- Table 7 - Forecast Sales of Dietary Supplements by Category: % Value Growth 2025-2030

Consumer Health in Finland - 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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