

Vitamins in Austria

September 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Preventative health focus sustains steady demand

Perrigo strengthens its leadership position

Expanding role of e-commerce in distribution

PROSPECTS AND OPPORTUNITIES

Prevention mindset to sustain demand amid a mature landscape

Incremental innovation focused on formats, combinations and usability

Wellness trade-offs and adjacent solutions shaping the ceiling for growth

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 Austria - 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

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/vitamins-in-austria/report.