



Euromonitor
International

Consumer Health in Western Europe

January 2025

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Key findings

REGIONAL OVERVIEW

Western Europe seeing slightly below-average growth in its consumer health sales

Weak performances in 2020 and 2023, with better growth expected from 2024

Vitamins and dietary supplements account for almost a third of regional sales

Italy is home to Western Europe's biggest vitamins and dietary supplements market

Sports nutrition the most dynamic of the main categories in Western Europe

Vitamins and dietary supplements add the most actual new sales over 2019-2024

Fortified/functional food competing against dietary supplements

Pharmacy First service in the UK likely to boost sales through these stores

Pharmacies the leading consumer health retail distribution channel

Retail e-commerce continues to gain share in Western Europe

LEADING COMPANIES AND BRANDS

Fragmented competitive landscape in Germany, the region's biggest market

Dermapharm's Laboratoires Arkopharma acquisition boosts its phytotherapy presence

Most top 10 players have a wide presence across the Western European region

Strepsils moves back up to eighth place post-pandemic

FORECAST PROJECTIONS

Positive growth expected throughout the 2024-2029 period in Western Europe

Further strong growth expected for sports nutrition

Increasing competition for vitamins and dietary supplements from functional/fortified food

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Austria: Competitive and Retail Landscape

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