



Euromonitor
International

Vitamins in Belgium

September 2025

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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

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

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

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