



Vitamins in Finland

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Innovation and multivitamin formats sustain value sales of vitamins
Local player Orion Oyj retains its leading position while Orkla Care gains ground
Variety stores gain momentum as competition intensifies in vitamin distribution

PROSPECTS AND OPPORTUNITIES

Moderate growth is expected, driven by premiumisation and evolving consumer preferences
Innovation is set to be driven by convenience, quality ingredients, and shifting consumer preferences
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