



Vitamins in Norway

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Vitamin sales in Norway continue to rise, driven by seasonal needs and strong availability
Orifarm Healthcare AS leads while private label goods gain ground
Retail e-commerce is the leading distribution channel, offering a wide range of options

PROSPECTS AND OPPORTUNITIES

Health habits and demographics support are set to boost long-term growth
The rise of retail e-commerce and subscription models are expected to drive sales
Regulatory stability and shifting perceptions are expected to shape the future of vitamins

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