

Vitamins in Slovenia

October 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales of vitamins supported by health and wellbeing trends
Vitamins is a highly fragmented category, with strong competition between brands
Pharmacies continue to benefit from strong consumer trust

PROSPECTS AND OPPORTUNITIES

Healthy sales will continue, supported by ongoing innovations and the popularity of multivitamins for convenience and single vitamins for specific needs
Personalised options and technology advances will drive innovations
“Clean label” and whole-food or plant-based options will grow in demand

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 Slovenia - 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 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

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

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