



Dietary Supplements in Finland

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising demand and innovation drive growth in dietary supplements in 2025
Midsona Finland Oy leads dietary supplements in 2025 amidst growing competition
Channel competition intensifies in dietary supplements as variety stores and retail e-commerce gain ground

PROSPECTS AND OPPORTUNITIES

Improving economy and evolving consumer knowledge is set to drive growth
Innovation in dietary supplement formats and functionality is set to drive future growth
Demand is expected to grow for adaptogens, cognitive and digestive support

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DISCLAIMER

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