

Health and Wellness Market



in France

Vitamins,
Minerals &
Supplements

Market Trends

65 million



Inhabitants

82 years



Life Expectancy

20.39%



>65s

17.8%



<14s

15%



Percentage of deaths caused
by cardiovascular disease

- ✓ Shift towards natural and safe health and wellness products to prolong health, and to reduce risk of disease
- ✓ Two thirds of the population convinced of the benefits of dietary supplements
- ✓ France's Ministry of Health and Solidarity is aiming to reduce the amount it reimburses patients for drugs and consultations
- ✓ Doctors increasingly recommend the use of such products as a preventive or medicinal supplement
- ✓ Increase in the sales of natural and organic products
- ✓ It is anticipated that companies will produce more organic herbal products, sold at higher prices with better margins

Health and Wellness: Data

€19.4 billion

sales value 2019

15.4%

value growth 2014-2019

€22.6 billion

forecasted sales 2024

16.1%

value growth 2019-2024

Top 3

sales value 2019

General wellbeing €13.3 billion
Weight management €2.3 billion
Digestive health €1.3 billion

Top 3

value growth 2014-2019

Free from 118.7%
Energy boosting 43.1%
Bone and joint health 42.5%

Vitamins, Minerals and Supplements: Data

€800 million

sales value 2019

€1.0 billion

forecasted sales 2024

36.6%

value growth 2014-2019

15.2%

value growth 2019-2024

Top 3

sales value 2019

Herbal/traditional dietary supplements €383 million
Cough, cold, and allergy (hay fever) remedies €192 million
Sleep aids €150 million

Top 3

value growth 2014-2019

Sleep aids 62.4%
Dietary supplements 47.5%
Tonics 46.9%

Market Leaders



Chemists & Pharmacies
Top 1 distribution channel



Specialist Health Food Stores
Supermarkets/Hypermarkets

Export Opportunities



Organic herbal/traditional health products



Sleep, stress, digestion and vitality products



Multivitamins



Dietary supplements and herbal options



Vitamins for children



Plant-based supplements

Sources: Euromonitor, Statista

W: www.bolstglobal.com

M: victoria@bolstglobal.com

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