

vitamin D market data.

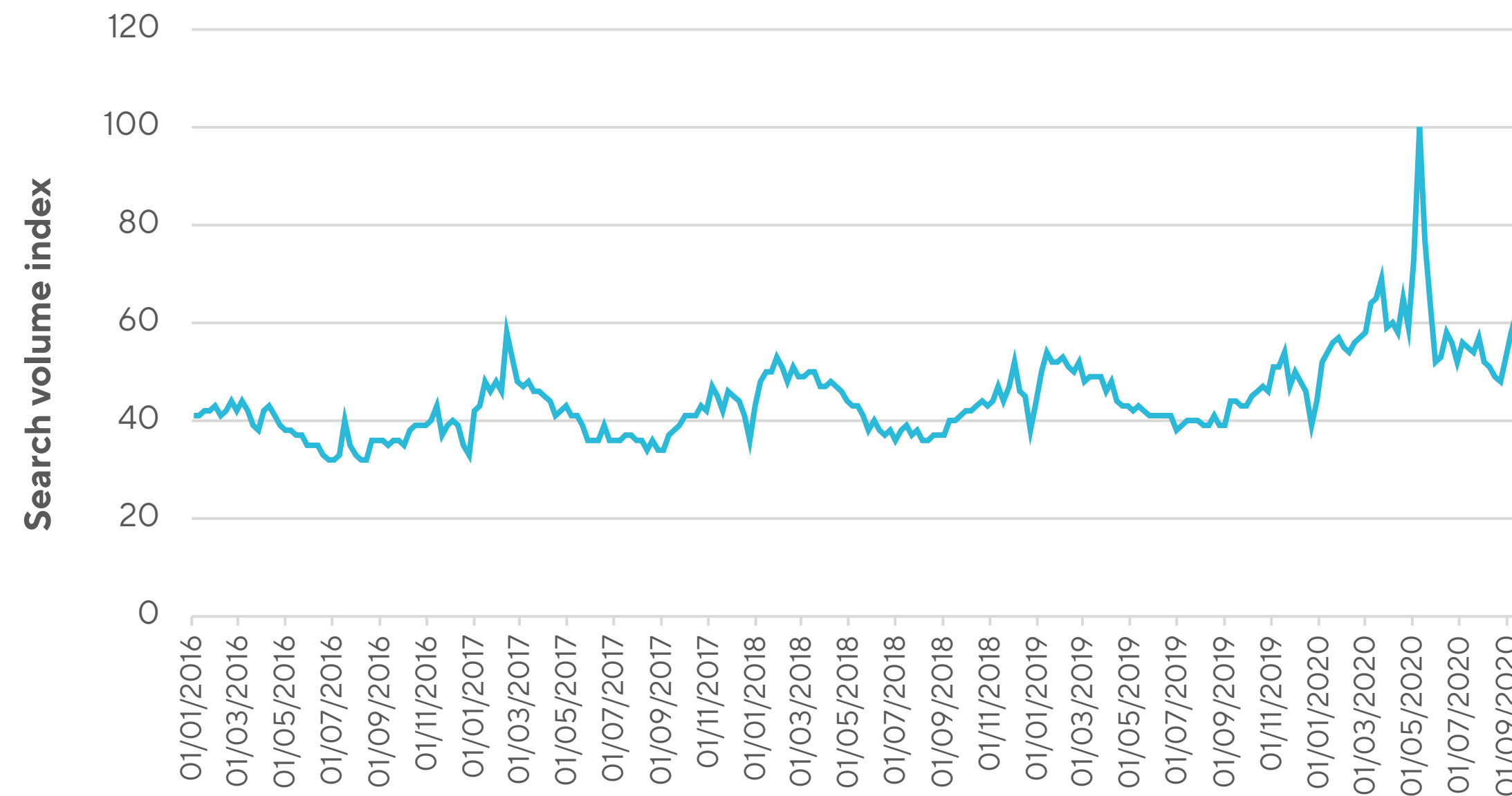
Consumer interest calendar
and global sales data & forecast.



consumer interest.

- **consumer interest, reflected by Google searches, tends to fluctuate** with yearly increases from October to May
- **2020 saw outstanding growth**, with 35% more searches than 2019 and an unprecedented peak in May
- **the latest peak is currently ongoing** and is showing 33% growth vs. the previous month

Global Google searches for "vitamin D" 2016 - 2020

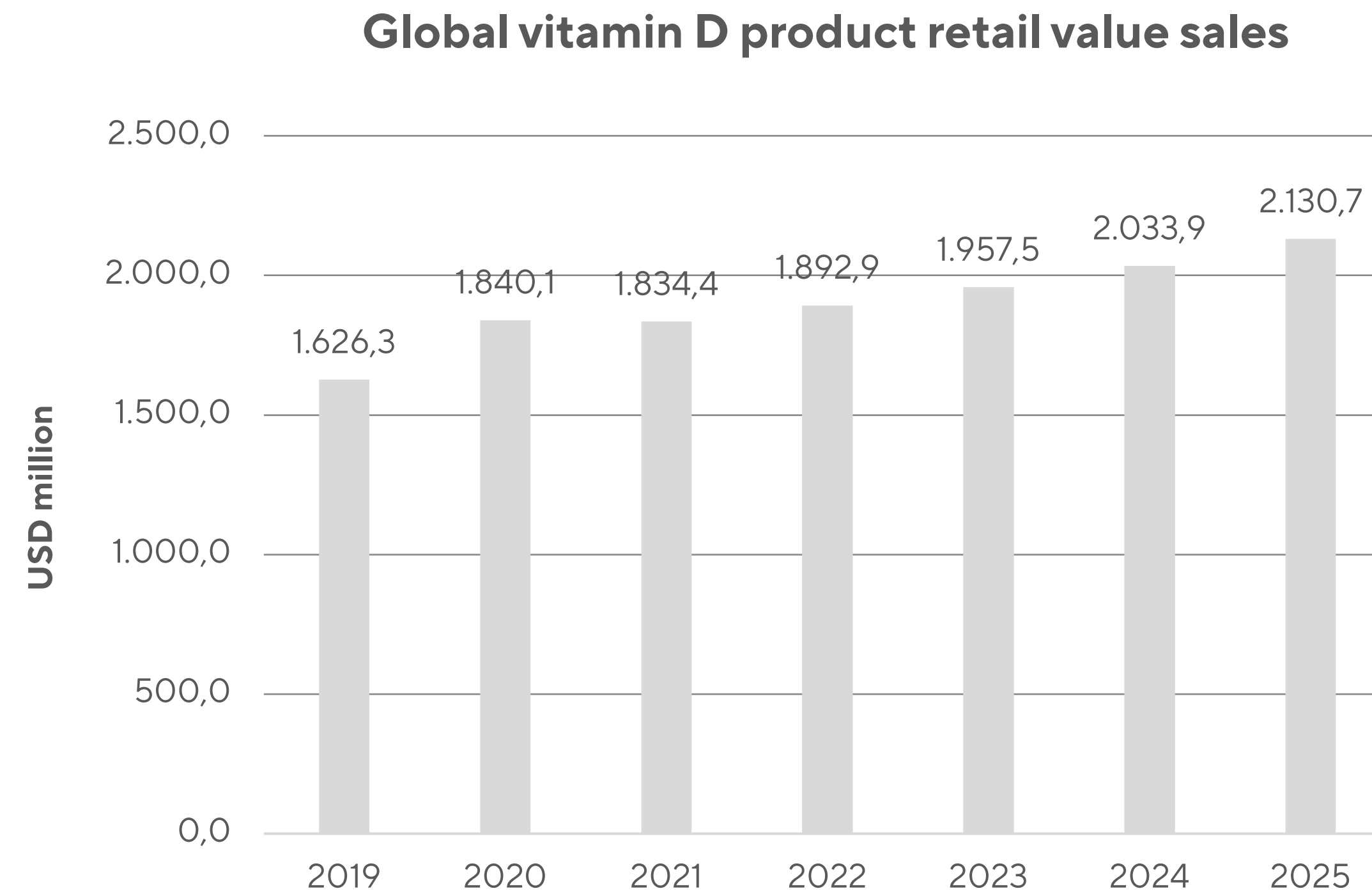


Source: Google Trends, October 2020



retail value sales - global.

- the global vitamin D market will grow 13,1% y-o-y and reach 1,84 billion USD in 2020
- projections show a CAGR of 4,6% for 2019 - 2025 and a market value of 2,13 billion USD in 2025
- as examples of different regions, we collected data for 7 specific markets in the following slides

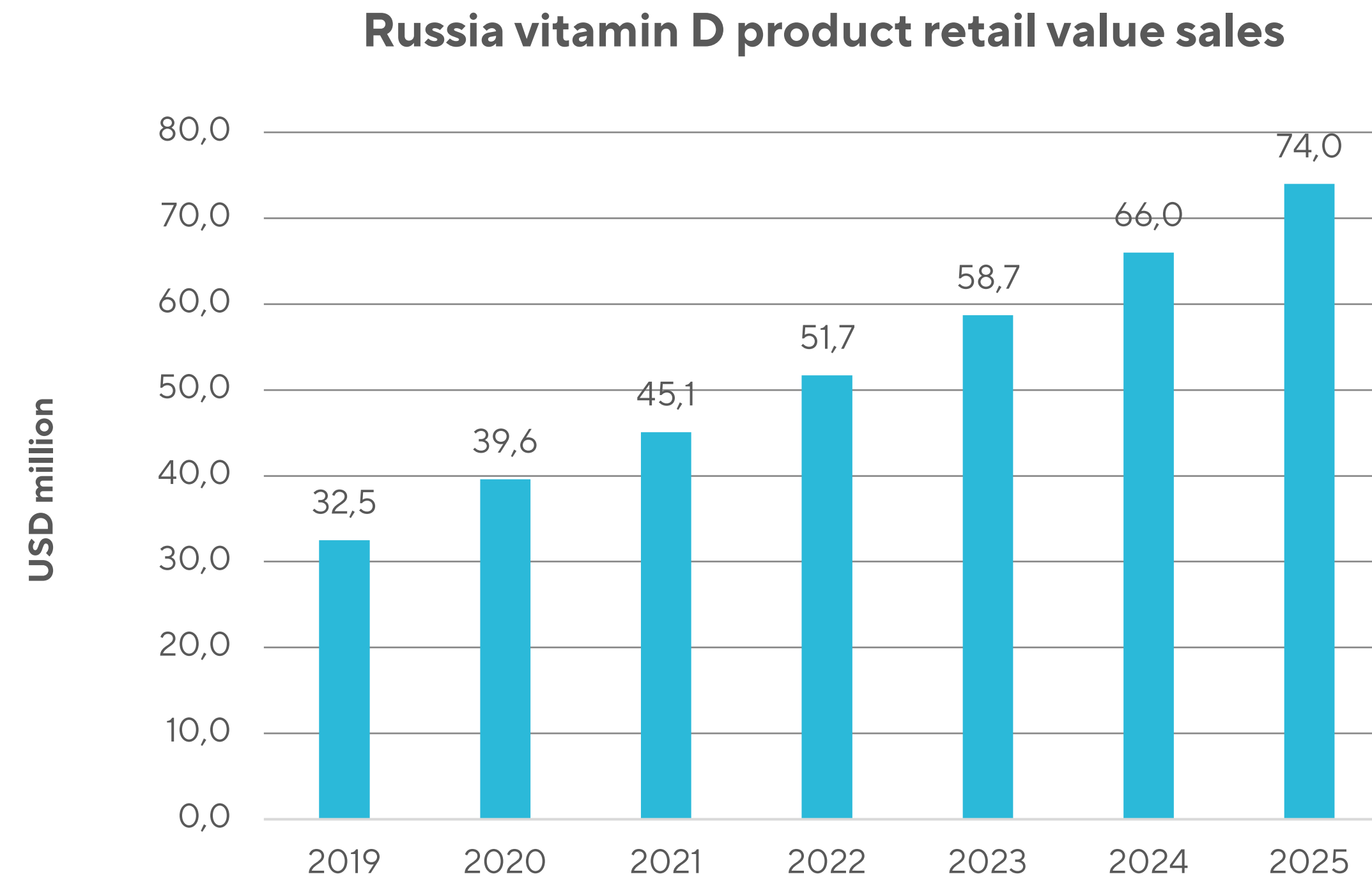


Source: Euromonitor Consumer Health data, September 2020



retail value sales - Russia.

- the Russian vitamin D market will grow 21,8% y-o-y and reach 39,6 million USD in 2020
- projections show a CAGR of 14,7% for 2019 - 2025 and a market value of 74,0 million USD in 2025

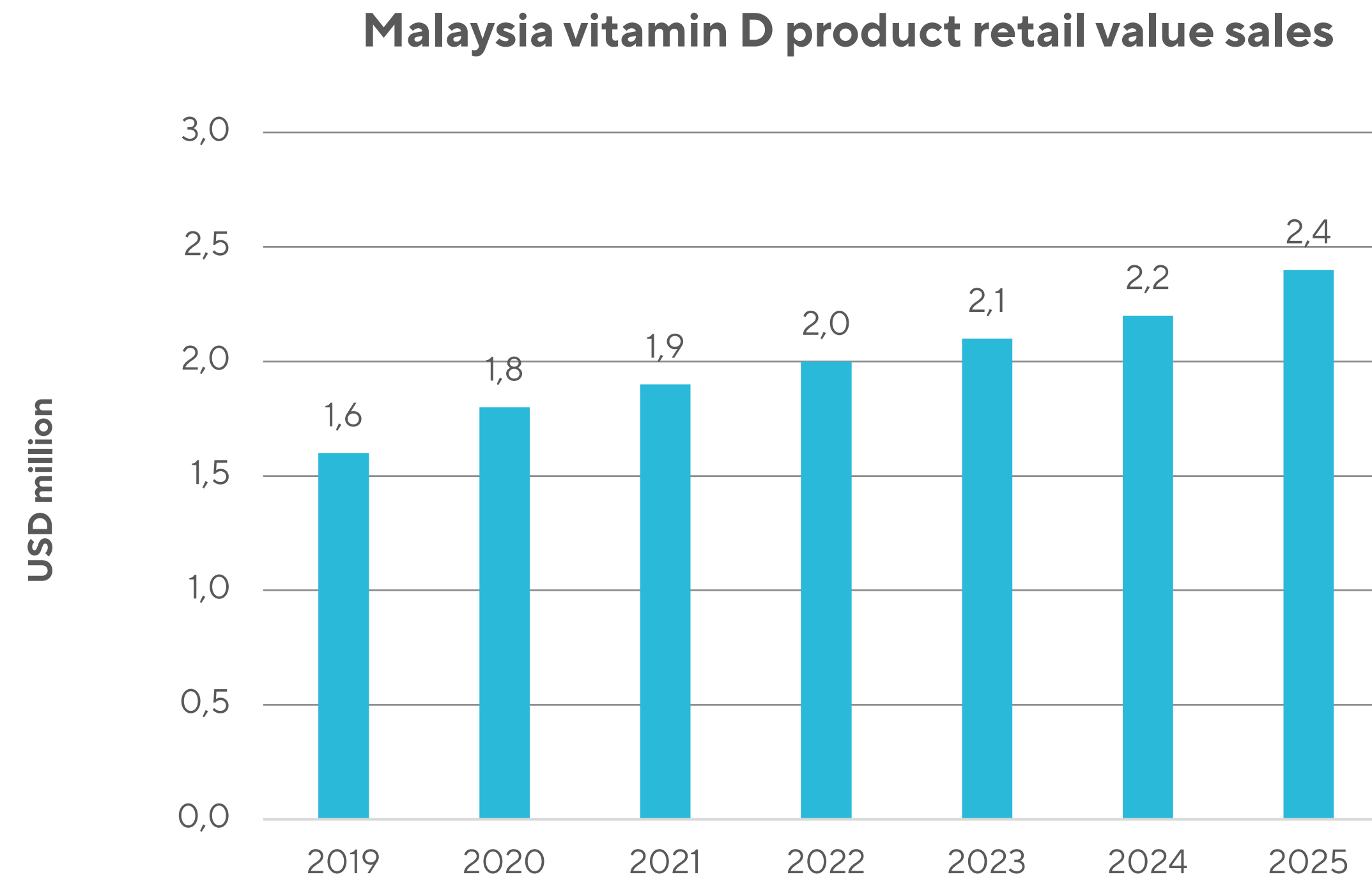


Source: Euromonitor Consumer Health data, September 2020

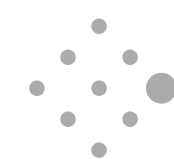


retail value sales - Malaysia.

- the Malaysian vitamin D market will grow 12,5% y-o-y and reach 1,8 million USD in 2020
- projections show a CAGR of 7,0% for 2019 - 2025 and a market value of 2,4 million USD in 2025

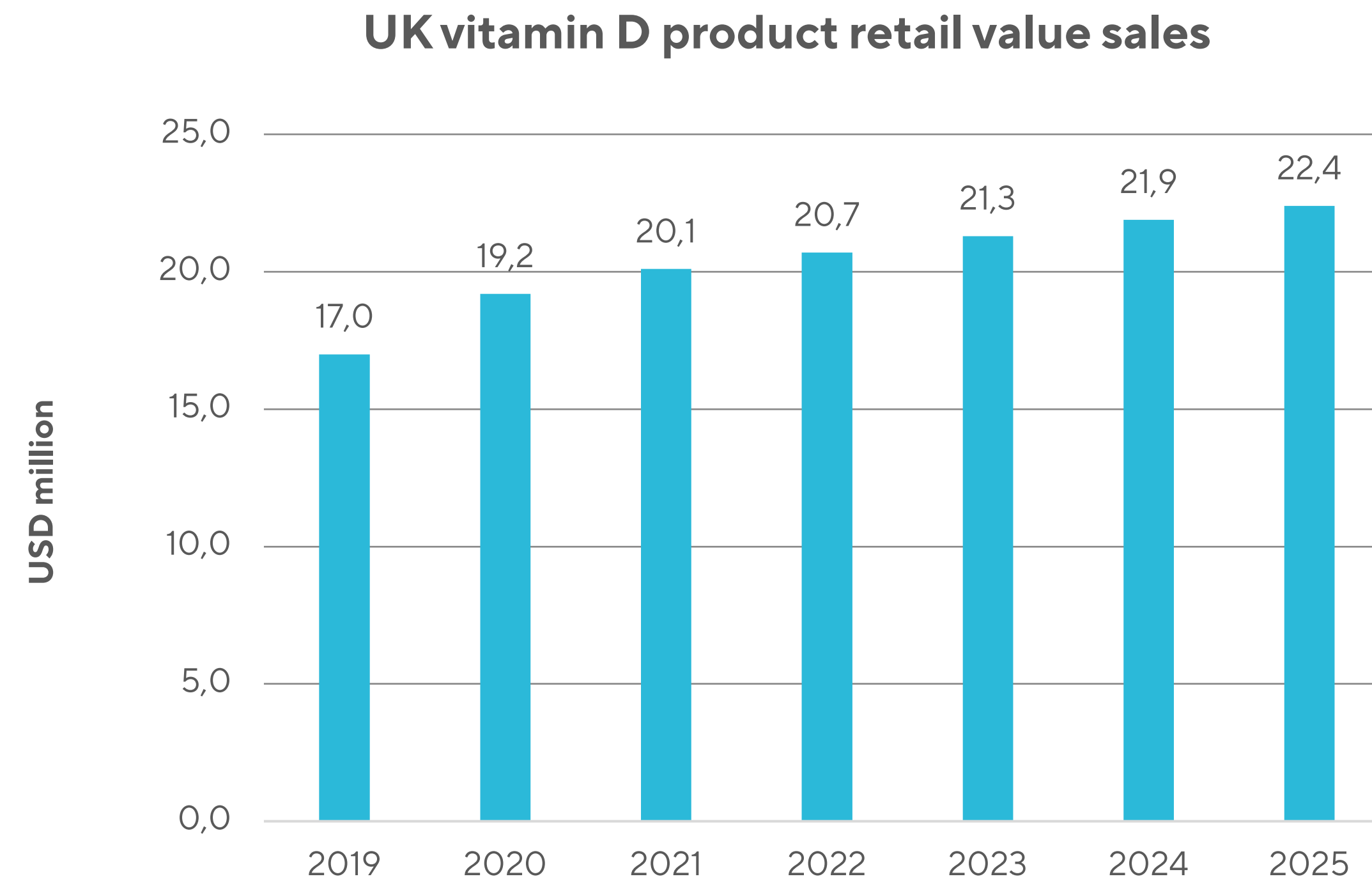


Source: Euromonitor Consumer Health data, September 2020



retail value sales - UK.

- the UK vitamin D market will grow **12,9%** y-o-y and reach 19,2 million USD in 2020
- projections show a **CAGR of 4,7% for 2019 - 2025** and a market value of 22,4 million USD in 2025

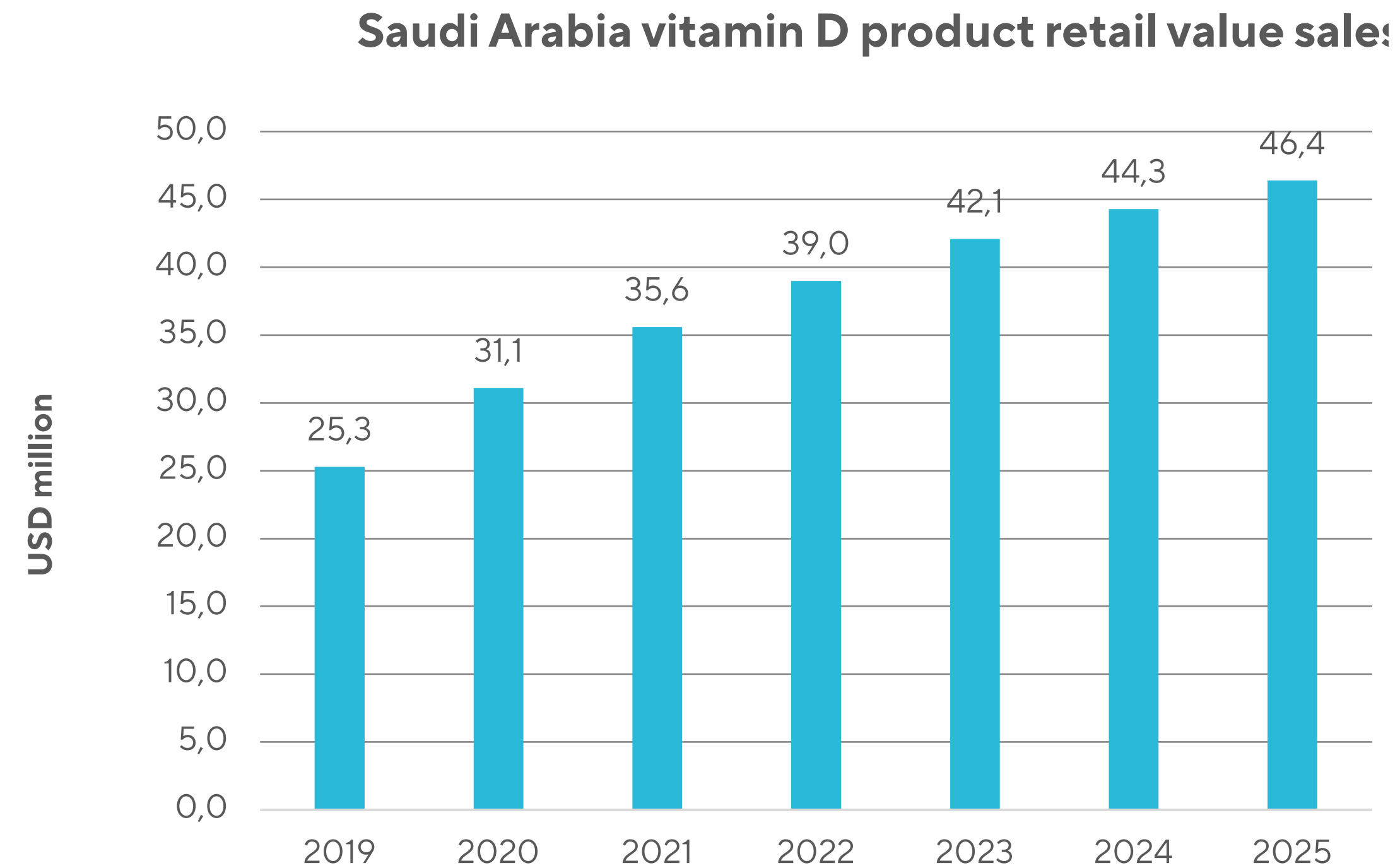


Source: Euromonitor Consumer Health data, September 2020



retail value sales - Saudi Arabia.

- the Saudi Arabia vitamin D market will grow **22,9%** y-o-y and reach 31,1 million USD in 2020
- projections show a **CAGR of 10,6% for 2019 - 2025** and a market value of 46,4 million USD in 2025

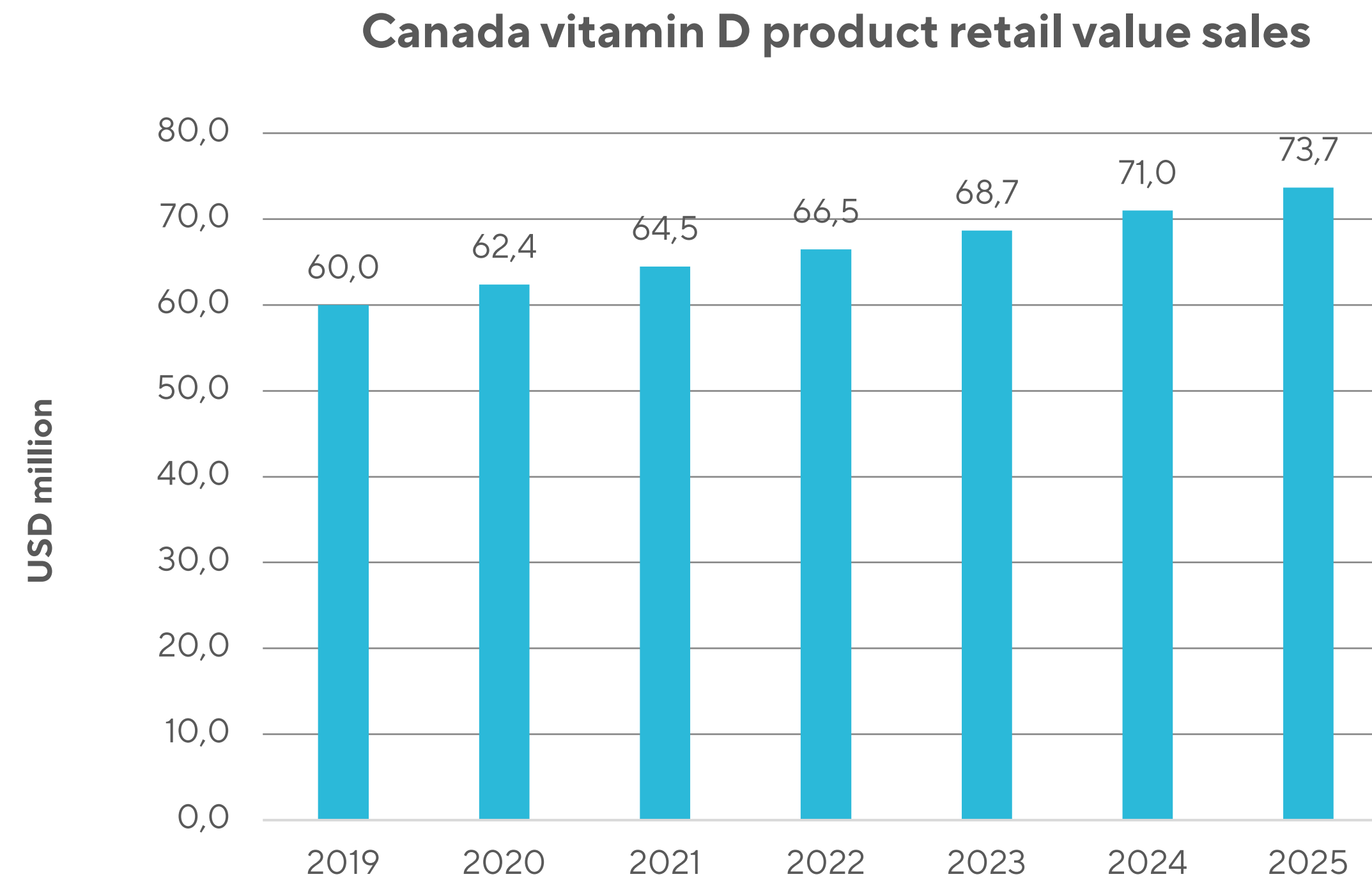


Source: Euromonitor Consumer Health data, September 2020



retail value sales - Canada.

- the Canadian vitamin D market will grow 4,0% y-o-y and reach 62,4 million USD in 2020
- projections show a CAGR of 3,5% for 2019 - 2025 and a market value of 73,7 million USD in 2025

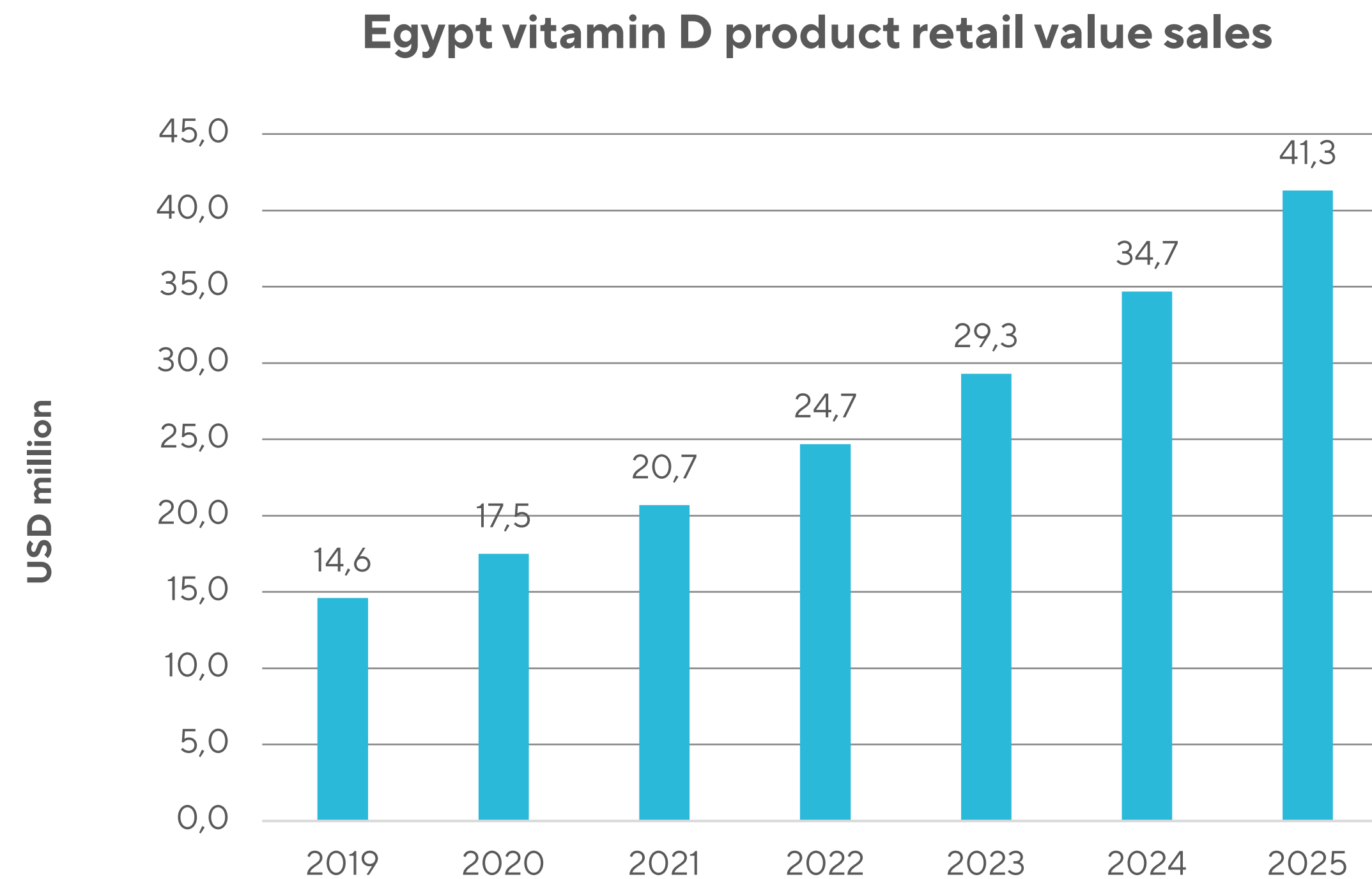


Source: Euromonitor Consumer Health data, September 2020



retail value sales - Egypt.

- the Egyptian vitamin D market will grow 19,9% y-o-y and reach 17,5 million USD in 2020
- projections show a CAGR of 18,9% for 2019 - 2025 and a market value of 41,3 million USD in 2025



Source: Euromonitor Consumer Health data, September 2020



retail value sales - Germany.

- the German vitamin D market will grow 5,5% y-o-y and reach 9,6 million USD in 2020
- projections show a CAGR of 5,0% for 2019 - 2025 and a market value of 12,2 million USD in 2025



Source: Euromonitor Consumer Health data, September 2020



retail value sales - comparison.

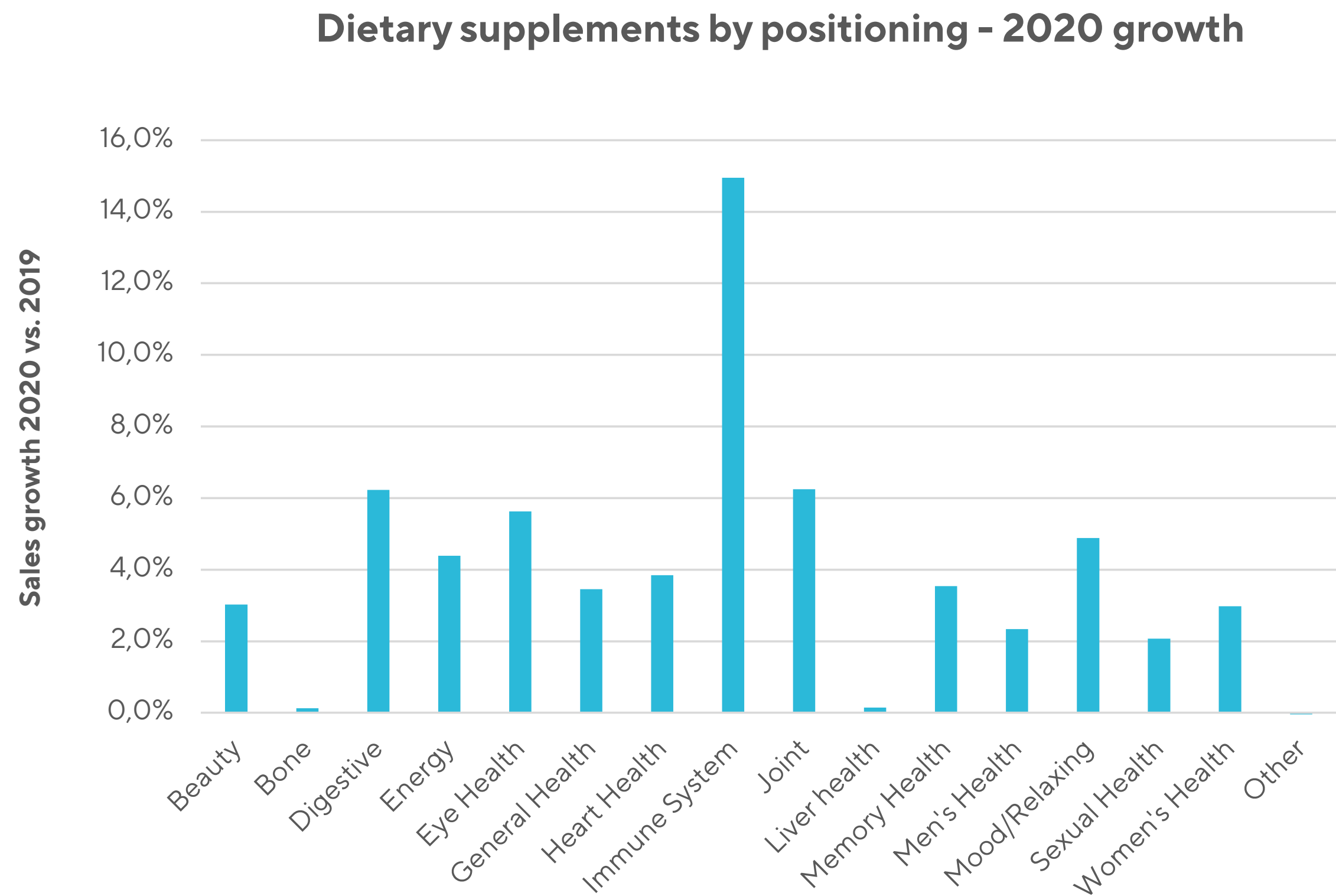
Market	Category	2019	2020	2021	2022	2023	2024	2025	2020 y-o-y growth	CAGR 2019-2025
Global	All vitamins	28.594,6	31.458,6	32.147,9	33.832,4	35.620,5	37.594,5	39.809,1	10,0%	5,7%
Global	Vitamin D	1.626,3	1.840,1	1.834,4	1.892,9	1.957,5	2.033,9	2.130,7	13,1%	4,6%
Malaysia	Vitamin D	1,6	1,8	1,9	2,0	2,1	2,2	2,4	12,5%	7,0%
Russia	Vitamin D	32,5	39,6	45,1	51,7	58,7	66,0	74,0	21,8%	14,7%
Egypt	Vitamin D	14,6	17,5	20,7	24,7	29,3	34,7	41,3	19,9%	18,9%
Saudi Arabia	Vitamin D	25,3	31,1	35,6	39,0	42,1	44,3	46,4	22,9%	10,6%
Canada	Vitamin D	60,0	62,4	64,5	66,5	68,7	71,0	73,7	4,0%	3,5%
Germany	Vitamin D	9,1	9,6	10,1	10,6	11,1	11,7	12,2	5,5%	5,0%
United Kingdom	Vitamin D	17,0	19,2	20,1	20,7	21,3	21,9	22,4	12,9%	4,7%

Source: Euromonitor Consumer Health data, September 2020



growth by positioning.

- **global sales of immunity supplements** are projected to grow by 15% in 2020 vs. 2019
- **immunity is the clear driving force of vitamin D growth** and we expect this to continue in 2021



Source: Euromonitor Consumer Health data, September 2020

