



Vision Healthcare is proud to Announce the Acquisition of Svenskt Kosttillskott, a prominent Health Supplement Brand and e-commerce Player in the Nordics, further Strengthening its Position in the Nordic Markets

Kortrijk, Belgium – 2 July, 2025

Vision Healthcare is pleased to announce the addition of Svenskt Kosttillskott AB (“Svenskt Kosttillskott”) to its portfolio, one of Sweden’s foremost health and nutrition companies. The transaction marks a significant milestone in Vision Healthcare’s strategy to expand and further consolidate its footprint in the Nordic region and broaden its portfolio of high-quality Health Supplement brands.

Founded in 2005, Svenskt Kosttillskott has established itself as a trusted provider of nutritional supplements, sports nutrition, and health-related products. With a strong digital presence, a loyal customer base, and a reputation for quality and innovation, the company is well-positioned for continued growth in a dynamic and health-conscious market.

Yvan Vindevogel, Chairman of Vision Healthcare, said: “This acquisition is a strategic step forward for our business, and for our digital-first consolidation of the highest e-commerce penetrated region in Europe. Svenskt Kosttillskott’s deep local expertise and digital route-to-market, strong brand equity, and customer-centric approach align perfectly with our vision to further consolidate our position as a leading player in the European Consumer Healthcare space.”

The acquisition will enable both companies to leverage synergies in e-commerce, new product development, logistics, and customer engagement in the Nordic region. “We’re excited to join forces with Vision Healthcare,” said Morgan Norrestam, founder and CEO of Svenskt Kosttillskott. “Svenskt and Vision coming together will allow us to accelerate our mission to help more people live healthier lives, while remaining true to our roots and values.”

About Vision Healthcare

Vision Healthcare is a digital-first omni-channel platform dedicated to self-care and health-focused brands across Europe. Building on a strong foundation in consumer health, the company focuses on growing innovative brands and providing high-quality, science-backed products that enhance everyday wellbeing.

About Svenskt Kosttillskott

Svenskt Kosttillskott is a Swedish leader in dietary supplements, sports nutrition, and healthy lifestyle products. With a wide range of premium offerings and a robust online platform, the company serves health-conscious consumers across Sweden and the broader Nordic region. The company was founded in 2005 by founder and CEO Morgan Norrestam, who was soon joined by Martin Valenta, key figure of the Svenskt Kosttillskott business.



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About Damier Group

Damier Group is the Belgian based family office of serial entrepreneur Yvan Vindevogel. The family office mainly specializes in investing and building out platforms in Europe which anticipate and take advantage of long term trends, leveraging its decade long experience and track record in consumer healthcare and the wider consumer space. This includes amongst others; Cooper Consumer Health, Vision Healthcare, Omega Pharma, TOCG ... www.damiergroup.be

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