

Vision Healthcare Announces the Acquisition of VitaYummy, a Leading Nordic Gummies Brand, further Strengthening Its Presence in the Nordic Markets and strategically broadening its brand portfolio and product offering

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Vision Healthcare is pleased to announce the acquisition of Nordic Nutriment ApS (“VitaYummy”), a fast-growing and loved Danish brand specializing in high-quality gummy vitamins. The acquisition marks an important next milestone in Vision Healthcare’s strategy to expand its omni-channel footprint in the Nordic region and further strengthen its portfolio of premium health and wellness brands.

Founded in Denmark, VitaYummy has quickly gained widespread recognition across the Nordics and beyond for its tasty, easy-to-take, and vegan gummy supplements. With a strong digital presence in home market Denmark and well developed omni-channel presence in Sweden, an engaged consumer community, and a commitment to high-quality ingredients, VitaYummy has become a go-to brand for families and health-conscious consumers looking for effective but also enjoyable self-care solutions.

“This acquisition marks yet another strategic step forward for our group’s further omni-channel development in one of the most advanced e-commerce regions in Europe with a great gummy brand,” said Yvan Vindevogel, Chairman of Vision Healthcare. “VitaYummy’s brand strength, well developed consumer-centric vision and digital-first omnichannel approach make it a perfect fit within our expanding portfolio of leading European consumer healthcare brands.”

The acquisition will allow both companies to unlock synergies in further geo and channel development, product innovation and consumer engagement across the Nordic region and broader European markets. “We are thrilled to join Vision Healthcare,” said VitaYummy founders Henrik Lyng Ludvig and Mikkel Berg Kjaersgaard. “Partnering with a group that shares our commitment to quality, innovation, and customer wellbeing allows us to accelerate our mission of making daily health fun, accessible, and delicious.”

About Vision Healthcare

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

About VitaYummy

VitaYummy is a Danish health and wellness brand known for its premium vegan gummy vitamins. With a wide range of products designed to make daily supplementation enjoyable and convenient, VitaYummy serves a growing customer base across the Nordics and Europe through its strong digital and omni-channel presence and dedicated community.

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