OLY PRICE WATCH · REPORT 1 · PUBLISHED AS PART 1 OF 2

Black Friday Price Watch 2026 – Part 1: the pre-sale baseline

What NMN, Urolithin A and TUDCA cost in Sweden, Norway, Denmark, Germany, France and the Netherlands 23 days before Black Friday – and how to read a "discount" when it arrives.

Price snapshot 4 November 2026 (Europe/Stockholm) · 25 offers · 14 retailers · 6 countries

Key findings

+21 % / +28 %

Same retailer, same 60-capsule NMN pack: SEK 399 in Sweden (≈€36.37) and NOK 399 in Norway (≈€38.38) against €29.99 in Germany, France and the Netherlands.

2.2× · 3.1× · 1.9×

Spread in price per gram of declared active ingredient across third-party offers: NMN €0.92–2.00, Urolithin A €0.90–2.81, TUDCA €1.76–3.29.

8–10 %

Cut in price per capsule when buying 120 instead of 60 NMN capsules at Naturecan (8.3 % in DE/FR/NL, 9.9 % in SE/NO). The "discount" is built into the pack size.

4 of 10

Tracked Naturecan product pages (all in Sweden and Norway) where larger packs already carry an explicit "sale" label 23 days before Black Friday.

Why we did this

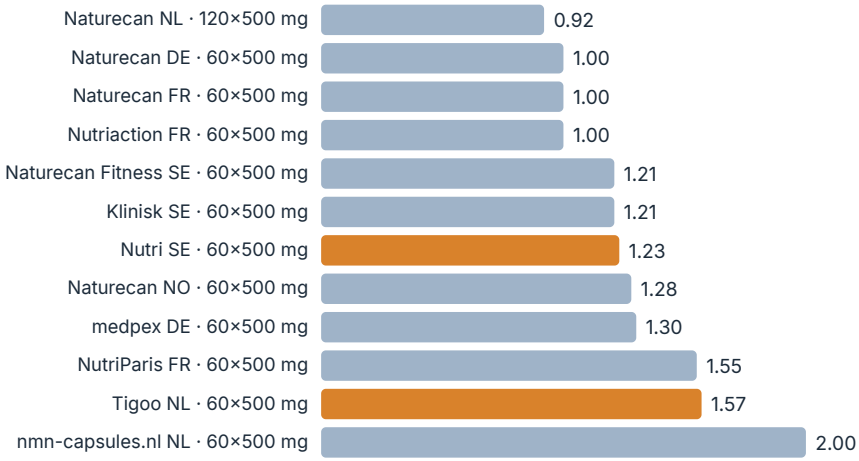
Black Friday is the busiest discount week of the year, and supplements are sold in packs of different sizes, strengths and currencies. That makes a "–30 %" sticker hard to judge. A discount is only meaningful against what the product actually cost before.

So we did the unglamorous part first: on 4 November 2026 we recorded the live shelf price of NMN, Urolithin A and TUDCA at 14 retailers in six countries, and normalised each to euro per gram of declared active ingredient. The same script will run again in Black Friday week, and Part 2 will show what changed – with the same method.

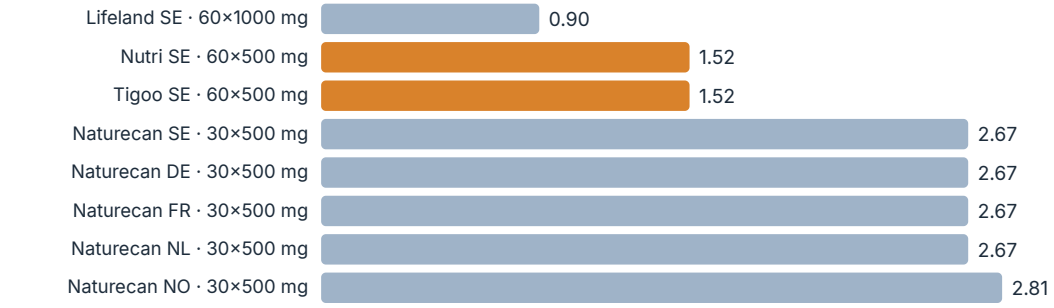
1. Price per gram of declared active ingredient

Price per jar hides a lot. Normalised to price per gram of declared active ingredient, the 10 third-party NMN offers range from €0.92 to €2.00 (median €1.21); the six Urolithin A offers from €0.90 to €2.81; the four TUDCA offers from €1.76 to €3.29. The cheapest Urolithin A offer is a 1,000 mg-per-capsule product, the most expensive a 500 mg product – a reminder to compare grams, not jars.

NMN – € / g



Urolithin A – € / g



TUDCA – € / g



Shelf price in euro per gram of declared active ingredient (capsules × mg per capsule), converted at the ECB reference rate of 4 Nov 2026. Orange bars are OLY products sold through nutri.se and tigoo.com, which are operated by Nutri Nordic AB. Pack sizes and capsule strengths differ (30–120 capsules; 250–1,000 mg), which is why price per gram is the fairest common yardstick – but it is a price comparison only, not a recommendation about dosage.

2. One retailer, one pack, five countries

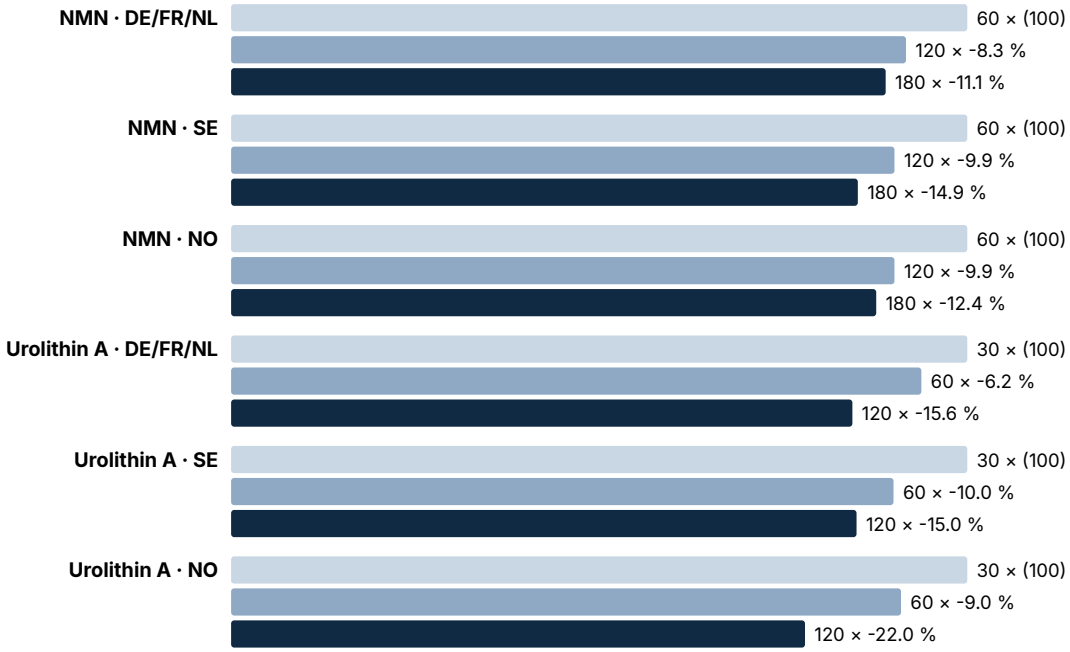
Naturecan sells the same 60-capsule NMN pack (same SKU code on its DE, FR, SE and NO pages) at €29.99 in Germany, France and the Netherlands. In Sweden the price is SEK 399 (≈€36.37, +21.3 %) and in Norway NOK 399 (≈€38.38, +28.0 %). For Urolithin A (30 capsules) the picture is different: €39.99 in the euro area, SEK 439 (≈€40.01, +0.1 %) and NOK 439 (≈€42.22, +5.6 %). Shoppers who think a Black Friday price is “good” should first check what the same shop charges elsewhere in the EU.



Naturecan NMN, 60 capsules × 500 mg, shelf prices on 4 Nov 2026 incl. VAT (VAT rates on food supplements differ between countries and are not adjusted). SEK and NOK converted at ECB rates.

3. The discount hiding in the pack size

On every tracked Naturecan page the price per capsule falls with pack size: 120 instead of 60 NMN capsules is 8.3 % cheaper per capsule in DE/FR/NL and 9.9 % in SE/NO; 180 capsules is 11.1–14.9 % cheaper. For Urolithin A, 120 instead of 30 capsules saves 15.0–22.0 % per capsule. On 4 of the 10 pages (Swedish and Norwegian) the larger variants are explicitly named “REA” or “Rabatt” (sale) in the product data – 8 of 30 variants – more than three weeks before Black Friday. We could not tell from public data whether those labels refer to a reduction from a prior price; Part 2 will show whether the prices move.



Price per capsule relative to the smallest pack (= 100) on Naturecan product pages, 4 Nov 2026. Label next to each bar shows the pack size and the change versus the smallest pack. “Sale”-labelled variants are listed in the text.

What past Black Fridays tell us

Most “Black Friday” prices are not the year’s lowest. Which? tracked 175 home, tech and health appliances at eight UK retailers for a year around the 2024 sale. 83 % were the same price or cheaper at least once outside the four-week Black Friday period (15 Nov–12 Dec 2024), and none of the deals was at its cheapest of the year only on Black Friday itself (Which?, 25 Nov 2025).

Some “discounts” are inflated first. PriceRunner’s analysis of 40,900 popular products in Sweden defined a “fake deal” as a price raised by at least 10 % and then cut by at least 5 %; on 24 Nov 2021 it flagged 27.3 % of offers (24.8 % on the same day in 2020).

EU law requires a real reference price. Since Directive (EU) 2019/2161, a trader who announces a price reduction must state the prior price: the lowest price applied during at least the previous 30 days (Article 6a of Directive 98/6/EC).

A gap in the evidence. Both studies above concern electronics and household goods. We have not found a published Black Friday price analysis specific to food supplements – which is the reason for this report. Treat the figures above as context, not as a prediction for NMN, Urolithin A or TUDCA.

What happens next

Black Friday is on **27 November 2026** and Cyber Monday on 30 November. We will repeat the snapshot on 13, 20, 24, 26, 27 and 30 November and 7 December 2026, using the same retailers, pack matching and ECB rates. **Part 2** will report, for each product, how many offers moved, by how much, whether any went below the 4 November price, and whether "was" prices shown by retailers match the 30-day rule. Retailers that remove a product page or block our requests will be listed as such.

Quotable lines

> "Compare the price per gram, not the price per jar: across the ten third-party NMN offers we tracked it ranged from €0.92 to €2.00."

> "One retailer, one 60-capsule NMN pack, two price levels: SEK 399 in Sweden and NOK 399 in Norway cost 21 % and 28 % more than €29.99 in Germany, France and the Netherlands." (ECB rates, VAT included)

> "Much of the 'discount' in this category is a pack-size story: 120 NMN capsules instead of 60 cuts the price per capsule by 8–10 %."

> "According to Which?, none of the 2024 Black Friday deals it analysed was at its cheapest of the year only on Black Friday itself."

Data: all 25 offers recorded on 4 November 2026

Ingredient	Retailer	Country	Pack	Shelf price	In EUR	EUR / g
NMN	Naturecan	NL	120 × 500 mg	54.99 EUR	€54.99	**0.92**
NMN	Naturecan	DE	60 × 500 mg	29.99 EUR	€29.99	**1.00**
NMN	Naturecan	FR	60 × 500 mg	29.99 EUR	€29.99	**1.00**
NMN	Nutriaction (Naturecan product)	FR	60 × 500 mg	29.99 EUR	€29.99	**1.00**
NMN	Naturecan Fitness	SE	60 × 500 mg	399 SEK	€36.37	**1.21**
NMN	Klinisk	SE	60 × 500 mg	399 SEK	€36.37	**1.21**
NMN	Nutri (nutri.se) *	SE	60 × 500 mg	405 SEK	€36.91	**1.23**
NMN	Naturecan	NO	60 × 500 mg	399 NOK	€38.38	**1.28**
NMN	medpex (L Cell)	DE	60 × 500 mg	38.90 EUR	€38.90	**1.30**
NMN	NutriParis (JulyDeer)	FR	60 × 500 mg	46.63 EUR	€46.63	**1.55**
NMN	Tigoo *	NL	60 × 500 mg	47.00 EUR	€47.00	**1.57**
NMN	nmn-capsules.nl	NL	60 × 500 mg	59.99 EUR	€59.99	**2.00**

Ingredient	Retailer	Country	Pack	Shelf price	In EUR	EUR / g
Urolithin A	Lifeland (Harmonify)	SE	60 × 1000 mg	595 SEK	€54.23	**0.90**
Urolithin A	Nutri (nutri.se) *	SE	60 × 500 mg	499 SEK	€45.48	**1.52**
Urolithin A	Tigoo *	SE	60 × 500 mg	499 SEK	€45.48	**1.52**
Urolithin A	Naturecan	SE	30 × 500 mg	439 SEK	€40.01	**2.67**
Urolithin A	Naturecan	DE	30 × 500 mg	39.99 EUR	€39.99	**2.67**
Urolithin A	Naturecan	FR	30 × 500 mg	39.99 EUR	€39.99	**2.67**
Urolithin A	Naturecan	NL	30 × 500 mg	39.99 EUR	€39.99	**2.67**
Urolithin A	Naturecan	NO	30 × 500 mg	439 NOK	€42.22	**2.81**
TUDCA	Nutri (nutri.se) *	SE	60 × 500 mg	499 SEK	€45.48	**1.52**
TUDCA	VitaSanum	DE	60 × 250 mg	26.40 EUR	€26.40	**1.76**
TUDCA	MuskelDe (Allaes)	DE	60 × 500 mg	68.00 EUR	€68.00	**2.27**
TUDCA	BONO (ProHealth Longevity)	DE	60 × 250 mg	39.95 EUR	€39.95	**2.66**
TUDCA	More Than Health (ProHealth Longevity)	DK	60 × 250 mg	369 DKK	€49.37	**3.29**

* OLY product sold by a shop operated by Nutri Nordic AB (nutri.se, tigoo.com). Prices were read from each page's schema.org Offer data; pack size and mg per capsule were taken from the product page. EUR conversion: ECB reference rates, 4 Nov 2026.

Where OLY products sit

For transparency: on nutri.se, OLY NMN (60 × 500 mg) is SEK 405 (≈€36.91; €1.23/g), OLY Urolithin A (60 × 500 mg) SEK 499 (€1.52/g) and OLY TUDCA (60 × 500 mg; 1,000 mg per two capsules) SEK 499 (€1.52/g). Placement within the ranges above is for information only and is not a claim about quality.

Method and limits

Sources. Public product pages of 14 retailers (Naturecan, Naturecan Fitness, Klinisk, nutri.se, tigoo.com, nmn-capsules.nl, NutriParis, Nutriaction, medpex, Lifeland, More Than Health, BONO, VitaSanum, MuskelDe). Prices are read from schema.org Offer data embedded in each page; one polite request per page with an identifiable user agent. URLs, timestamps and raw values are in the open data files (price_snapshots.csv).

Price per gram. Shelf price (EUR) divided by total declared active ingredient in grams (capsules × mg per capsule, as stated on the product page). This is a price yardstick only; products may differ in form, bioavailability claims, excipients and quality, which we have not assessed.

Currency and VAT. SEK, NOK and DKK prices are converted at the ECB euro reference rate of 4 Nov 2026. All prices are consumer prices including VAT; VAT rates on food supplements differ between countries and are not adjusted, so cross-country differences are not purely retailer decisions.

What is not covered. Price-comparison sites (for example Prisjakt, PriceRunner, idealo, Geizhals, Kieskeurig, PriceSpy) and iHerb block automated access; we did not circumvent this and did not include them. Retailers we could not read, or whose pages were not found, are excluded. The sample is small (25 offers) and is not a market census. Marketplaces and loyalty or coupon prices are not included.

Selection. Retailers were chosen as publicly findable sellers of at least one of the three ingredients in the Nordic and Benelux/DACH/FR region; the selection is not random. Five of the 25 offers (marked *) are OLY products sold through shops operated by Nutri Nordic AB: NMN on nutri.se and tigoo.com, Urolithin A on nutri.se and tigoo.com, and TUDCA on nutri.se. The other 20 offers are from third parties. Statistics in the findings use third-party offers only.

Not advice. This report is neither medical, legal nor financial advice and makes no statement about the legal status, authorisation or effects of any product. It compares prices only.

Disclosure

OLY Europe LTD publishes this report. OLY products are sold through nutri.se and tigoo.com, which are operated by Nutri Nordic AB, and appear in the data where marked. We have no commercial relationship with the other retailers named and have not been paid by anyone for this analysis. Retailers may ask us to correct a factual error: info@oly.com.

Sources

- Which? (25 Nov 2025): Don’t believe the hype: Most Black Friday deals the same price or cheaper at other times of the year
- PriceRunner Sweden (24 Nov 2021): Falska prissänkningar – här är produkterna att se upp för
- Directive (EU) 2019/2161 (Omnibus), inserting Article 6a into Directive 98/6/EC – EUR-Lex
- Commission Notice – Guidance on the interpretation and application of Article 6a of Directive 98/6/EC (2021/C 526/02) – EUR-Lex
- ECB euro foreign exchange reference rates, 4 Nov 2026 (SEK 10.9718, NOK 10.3970, DKK 7.4738 per EUR)
- Black Friday 2026: 27 November; Cyber Monday: 30 November – timeanddate.com

Open data: price_snapshots.csv, tier_snapshots.csv, watchlist.csv and report_numbers.json accompany this report (CC BY 4.0, credit “OLY”).

price_snapshots.csv · tier_snapshots.csv · watchlist.csv · report_numbers.json · snapshot_prices.py

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