

Liquid Dietary Supplements Market by Ingredient (Vitamins & Minerals, Botanical, Proteins & Amino Acids and Others), Application (Bone & Joint Health, Heart Health, Immune Health, Sports Nutrition, Weight Loss, Digestive Health, and Others), Distribution Channel (Hypermarkets/Supermarkets, Health & Beauty Retail Stores, Drug Stores, and Online Pharmacies & E-Commerce Sites): Global Opportunity Analysis and Industry Forecast, 2020–2027

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Abstracts

The liquid dietary supplements market accounted for \$21,685.72 million in 2019, and is expected to reach \$27,732.27 million by 2027, registering a CAGR of 4.0% from 2020 to 2027.

Liquid dietary supplements are nutritional supplements that are available in fluid form. They are usually consumed to enhance body metabolism and reduce occurrences of lifestyle disorders. Liquid dietary supplements are largely used by consumers that are unable to consume dietary supplements in capsule, thick gel, and solid tablet forms.

According to the consumer survey of Council for Responsible Nutrition's (CRN), more than 70% women in the U.S. (around 113 million female consumers) prefer taking supplements on regular basis. The same survey reveals that top concerns for taking dietary supplements such as overall wellness accounts for 57%, bone health for 31% and healthy aging for 27%. Along with prominent shift of society toward preventive and healthier lifestyle, coupled with growth in consumers including children and aged population, choosing nutrition supplements in their daily routines are expected to propel

growth of the global liquid dietary supplements market. However, fake product marketing and violation of regulations regarding label of products are anticipated to restrain growth of the liquid dietary supplements market.

Region wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA. North America accounted for the largest market share in 2019, and is expected to retain its dominance throughout the forecast period. This is attributed to factors such as presence of major market players in this region, which are introducing quality products to capture maximum market share. In addition, government support for research & development and availability of funds for research fuel the market growth. Moreover, the U.S. is the target area for top players in the market, owing to high awareness regarding dietary supplements devices. However, Asia-Pacific and LAMEA are expected to emerge as lucrative areas with maximum growth potential, owing to investments in new inventions, general economic conditions, increase in number of athletes and sports professionals, increase in the economy, and rise in health risks and diseases, which can be controlled by consumption of dietary supplements.

The global liquid dietary supplements market is segmented on the basis of ingredient, application, distribution channel, and region. On the basis of ingredient, it is categorized into vitamins & minerals, botanical, proteins & amino acids and others. On the basis of application, it is categorized into bone & joint health, heart health, immune health, sports nutrition, weight loss, and others. On the basis of distribution channel, it is categorized into hypermarkets/supermarkets, health & beauty retail stores, drug stores, and online pharmacies & e-commerce sites. Region wise, the market is analyzed across North America (the U.S., Canada, and Mexico), Europe (Germany, the UK, France, Spain, Italy, and rest of Europe), Asia-Pacific (Japan, China, India, Australia, and rest of Asia-Pacific), and LAMEA (Brazil, South Africa, Saudi Arabia, and rest of LAMEA).

The key companies operating in the market include Abbott Laboratories, Bayer, Herbalife International, Koninklijke DSM, BASF, DuPont Nutrition & Biosciences, GlaxoSmithKline, Amway, Glanbia, Liquid Health, Inc.

KEY BENEFITS FOR STAKEHOLDERS

The study provides an in-depth analysis of the global liquid dietary supplements market along with the current trends and future estimations to elucidate the imminent investment pockets.

It offers a quantitative analysis

from 2019 to 2027, which is expected to enable stakeholders to capitalize on prevailing market opportunities.

The key market players and their strategies have been analyzed to understand the competitive outlook of the global liquid dietary supplements market.

KEY MARKET SEGMENTS

By Ingredient

Vitamins & Minerals

Botanical

Proteins & Amino Acids

Others

By Application

Bone & Joint health

Heart Health

Immune health

Sports nutrition

Weight Loss

Digestive health

Others

By Distribution Channel

Hypermarket/Supermarket

Health & Beauty retail stores

Drug Stores

Online pharmacies & e-commerce sites

By Region

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Italy

Spain

Rest of Europe

Asia-Pacific

Japan

China

India

Australia

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

South Africa

Rest of LAMEA

LIST OF KEY PLAYERS PROFILED IN THE REPORT

Abbott Laboratories

Bayer

Herbalife International

Koninklijke DSM

BASF

DuPont Nutrition & Biosciences

GlaxoSmithKline

Amway

Glanbia

Liquid Health, Inc.

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