

Global Botanical Supplements Market Size Study, by Source (Flowers, Fruits, Leaves, Roots, Seeds, Stems), by Form (Capsules, Gummies, Liquid, Powder, Tablets), by Age Group (0-10 Years, 11-20 Years, 21-45 Years, 46-60 Years, 60 Years and above), by Application (Anti-Cancer, Bone & Joint Health, Cardiac Health, Diabetes, Energy & Weight Management, Gastrointestinal Health, General Health, Immunity), by Distribution Channel (Offline, Online) and Regional Forecasts 2022-2032

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Abstracts

Global Botanical Supplements Market is valued at approximately USD 42.75 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 15.69% over the forecast period 2024-2032. Botanical supplements, also known as herbal supplements or phytochemicals, are nutritional products made from plants or plant extracts, designed to complement diets and offer additional health benefits. These supplements, available in forms such as capsules, tablets, liquids, and teas, harness the natural properties of plant parts including leaves, stems, flowers, roots, and seeds. Historically used in traditional medicine, botanical supplements are known for enhancing immune function, reducing inflammation, improving cognitive performance, and promoting overall wellness. The growing consumer inclination towards natural and preventive health treatments drives the demand for botanical supplements, further facilitated by their widespread availability via eCommerce platforms. Despite the challenges posed by cost-effective alternatives, unstructured regulations, and a lack of experimental evidence, ongoing innovations in formulation and strategic research and development (R&D)

activities present significant growth opportunities in the market.

The increasing popularity of leaf-derived botanical supplements is notable due to their rich phytonutrient content and associated health benefits, such as anti-inflammatory properties and digestive support. The market for botanical supplements continues to diversify, with products derived from flowers, fruits, roots, seeds, and stems, each offering unique health advantages. Powdered botanical supplements are gaining traction due to their versatility and ease of customization, catering to consumer preferences for personalized health solutions. The market also addresses the needs of various age groups, with products tailored for children, adolescents, adults, and seniors, each designed to meet specific health requirements ranging from growth and development to stress relief and cognitive support.

The application spectrum of botanical supplements is broad, encompassing areas such as anti-cancer, bone and joint health, cardiac health, diabetes management, energy and weight management, gastrointestinal health, general health, and immunity. The COVID-19 pandemic has heightened awareness of the importance of a robust immune system, thereby boosting the demand for immunity-targeting botanical supplements. Offline distribution channels, including health food stores, supermarkets, and pharmacies, remain crucial for consumers who prefer in-person interaction and product examination. Conversely, online channels offer convenience, competitive pricing, and a wide product variety, appealing to a different segment of the market.

The key regions considered for the global Botanical Supplements Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is a dominating region in the Botanical Supplements Market in terms of revenue. The market growth in the region is being attributed to factors including the growing preference for herbal medicines and increased spending on preventive health measures. Whereas, the market in Asia Pacific is anticipated to grow at the fastest rate over the forecast period fueled by rising government initiatives in countries like China, India, South Korea, and Australia are promoting the cultivation and export of medicinal plants, thereby supporting market growth.

Major market players included in this report are:

Amway Corporation

Nestlé S.A.

Herbalife International India Pvt. Ltd.

Blackmores Limited by Kirin Holdings Company, Limited

Himalaya Wellness Company

GNC Holdings, LLC

Nature's Way Brands, LLC

Gaia Herbs, Inc.

Dabur India Ltd.

Bio-Botanica by Bio Answer Holdings Inc.

BASF SE

Ayujoy Herbals Ltd.

Arizona Natural Products

Airenherbals

Procter & Gamble Company

The detailed segments and sub-segment of the market are explained below:

By Source:

Flowers

Fruits

Leaves

Roots

Seeds

Stems

By Form:

Capsules

Gummies

Liquid

Powder

Tablets

By Age Group:

0-10 Years

11-20 Years

21-45 Years

46-60 Years

60 Years and above

By Application:

Anti-Cancer

Bone & Joint Health

Cardiac Health

Diabetes

Energy & Weight Management

Gastrointestinal Health

General Health

Immunity

By Distribution Channel:

Offline

Online

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

RoLA

Middle East & Africa

Saudi Arabia

South Africa

RoMEA

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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