

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.

Contents

CHAPTER 1. GLOBAL BOTANICAL SUPPLEMENTS MARKET EXECUTIVE SUMMARY

- 1.1. Global Botanical Supplements Market Size & Forecast (2022-2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
 - 1.3.1. By Source
 - 1.3.2. By Form
 - 1.3.3. By Age Group
 - 1.3.4. By Application
 - 1.3.5. By Distribution Channel
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

CHAPTER 2. GLOBAL BOTANICAL SUPPLEMENTS MARKET DEFINITION AND RESEARCH ASSUMPTIONS

- 2.1. Research Objective
- 2.2. Market Definition
- 2.3. Research Assumptions
 - 2.3.1. Inclusion & Exclusion
 - 2.3.2. Limitations
 - 2.3.3. Supply Side Analysis
 - 2.3.3.1. Availability
 - 2.3.3.2. Infrastructure
 - 2.3.3.3. Regulatory Environment
 - 2.3.3.4. Market Competition
 - 2.3.3.5. Economic Viability (Consumer's Perspective)
 - 2.3.4. Demand Side Analysis
 - 2.3.4.1. Regulatory Frameworks
 - 2.3.4.2. Technological Advancements
 - 2.3.4.3. Environmental Considerations
 - 2.3.4.4. Consumer Awareness & Acceptance
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
- 2.6. Currency Conversion Rates

CHAPTER 3. GLOBAL BOTANICAL SUPPLEMENTS MARKET DYNAMICS

3.1. Market Drivers

- 3.1.1. Increasing demand for natural and preventive health treatments
- 3.1.2. Rising consumer awareness through eCommerce platforms
- 3.1.3. Government initiatives to promote herbal supplements

3.2. Market Challenges

- 3.2.1. Cost-effective alternatives and unstructured regulations
- 3.2.2. Lack of experimental evidence and higher product costs

3.3. Market Opportunities

- 3.3.1. Innovations in product formulation and R&D
- 3.3.2. Increasing popularity of private-label herbal supplements

CHAPTER 4. GLOBAL BOTANICAL SUPPLEMENTS MARKET INDUSTRY ANALYSIS

4.1. Porter's 5 Force Model

- 4.1.1. Bargaining Power of Suppliers
- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.1.6. Futuristic Approach to Porter's 5 Force Model
- 4.1.7. Porter's 5 Force Impact Analysis

4.2. PESTEL Analysis

- 4.2.1. Political
- 4.2.2. Economical
- 4.2.3. Social
- 4.2.4. Technological
- 4.2.5. Environmental
- 4.2.6. Legal

4.3. Top Investment Opportunity

4.4. Top Winning Strategies

4.5. Disruptive Trends

4.6. Industry Expert Perspective

4.7. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL BOTANICAL SUPPLEMENTS MARKET SIZE & FORECASTS

BY SOURCE 2022-2032

5.1. Segment Dashboard

5.2. Global Botanical Supplements Market: Source Revenue Trend Analysis, 2022 & 2032 (USD Billion)

5.2.1. Flowers

5.2.2. Fruits

5.2.3. Leaves

5.2.4. Roots

5.2.5. Seeds

5.2.6. Stems

CHAPTER 6. GLOBAL BOTANICAL SUPPLEMENTS MARKET SIZE & FORECASTS BY FORM 2022-2032

6.1. Segment Dashboard

6.2. Global Botanical Supplements Market: Form Revenue Trend Analysis, 2022 & 2032 (USD Billion)

6.2.1. Capsules

6.2.2. Gummies

6.2.3. Liquid

6.2.4. Powder

6.2.5. Tablets

CHAPTER 7. GLOBAL BOTANICAL SUPPLEMENTS MARKET SIZE & FORECASTS BY AGE GROUP 2022-2032

7.1. Segment Dashboard

7.2. Global Botanical Supplements Market: Age Group Revenue Trend Analysis, 2022 & 2032 (USD Billion)

7.2.1. 0-10 Years

7.2.2. 11-20 Years

7.2.3. 21-45 Years

7.2.4. 46-60 Years

7.2.5. 60 Years and above

CHAPTER 8. GLOBAL BOTANICAL SUPPLEMENTS MARKET SIZE & FORECASTS BY APPLICATION 2022-2032

8.1. Segment Dashboard

8.2. Global Botanical Supplements Market: Application Revenue Trend Analysis, 2022 & 2032 (USD Billion)

8.2.1. Anti-Cancer

8.2.2. Bone & Joint Health

8.2.3. Cardiac Health

8.2.4. Diabetes

8.2.5. Energy & Weight Management

8.2.6. Gastrointestinal Health

8.2.7. General Health

8.2.8. Immunity

CHAPTER 9. GLOBAL BOTANICAL SUPPLEMENTS MARKET SIZE & FORECASTS BY DISTRIBUTION CHANNEL 2022-2032

9.1. Segment Dashboard

9.2. Global Botanical Supplements Market: Distribution Channel Revenue Trend Analysis, 2022 & 2032 (USD Billion)

9.2.1. Offline

9.2.2. Online

CHAPTER 10. GLOBAL BOTANICAL SUPPLEMENTS MARKET SIZE & FORECASTS BY REGION 2022-2032

10.1. North America Botanical Supplements Market

10.1.1. U.S. Botanical Supplements Market

10.1.1.1. Source breakdown size & forecasts, 2022-2032

10.1.1.2. Form breakdown size & forecasts, 2022-2032

10.1.1.3. Age Group breakdown size & forecasts, 2022-2032

10.1.1.4. Application breakdown size & forecasts, 2022-2032

10.1.1.5. Distribution Channel breakdown size & forecasts, 2022-2032

10.1.2. Canada Botanical Supplements Market

10.2. Europe Botanical Supplements Market

10.2.1. U.K. Botanical Supplements Market

10.2.2. Germany Botanical Supplements Market

10.2.3. France Botanical Supplements Market

10.2.4. Spain Botanical Supplements Market

10.2.5. Italy Botanical Supplements Market

10.2.6. Rest of Europe Botanical Supplements Market

- 10.3. Asia-Pacific Botanical Supplements Market
 - 10.3.1. China Botanical Supplements Market
 - 10.3.2. India Botanical Supplements Market
 - 10.3.3. Japan Botanical Supplements Market
 - 10.3.4. Australia Botanical Supplements Market
 - 10.3.5. South Korea Botanical Supplements Market
 - 10.3.6. Rest of Asia Pacific Botanical Supplements Market
- 10.4. Latin America Botanical Supplements Market
 - 10.4.1. Brazil Botanical Supplements Market
 - 10.4.2. Mexico Botanical Supplements Market
 - 10.4.3. Rest of Latin America Botanical Supplements Market
- 10.5. Middle East & Africa Botanical Supplements Market
 - 10.5.1. Saudi Arabia Botanical Supplements Market
 - 10.5.2. South Africa Botanical Supplements Market
 - 10.5.3. Rest of Middle East & Africa Botanical Supplements Market

CHAPTER 11. COMPETITIVE INTELLIGENCE

- 11.1. Key Company SWOT Analysis
 - 11.1.1. Company
 - 11.1.2. Company
 - 11.1.3. Company
- 11.2. Top Market Strategies
- 11.3. Company Profiles
 - 11.3.1. Amway Corporation
 - 11.3.1.1. Key Information
 - 11.3.1.2. Overview
 - 11.3.1.3. Financial (Subject to Data Availability)
 - 11.3.1.4. Product Summary
 - 11.3.1.5. Market Strategies
 - 11.3.2. Nestl? S.A.
 - 11.3.3. Herbalife International India Pvt. Ltd.
 - 11.3.4. Blackmores Limited by Kirin Holdings Company, Limited
 - 11.3.5. Himalaya Wellness Company
 - 11.3.6. GNC Holdings, LLC
 - 11.3.7. Nature's Way Brands, LLC
 - 11.3.8. Gaia Herbs, Inc.
 - 11.3.9. Dabur India Ltd.
 - 11.3.10. Bio-Botanica by Bio Answer Holdings Inc.

- 11.3.11. BASF SE
- 11.3.12. Ayujoy Herbals Ltd.
- 11.3.13. Arizona Natural Products
- 11.3.14. Airenherbals
- 11.3.15. Procter & Gamble Company

CHAPTER 12. RESEARCH PROCESS

- 12.1. Research Process
 - 12.1.1. Data Mining
 - 12.1.2. Analysis
 - 12.1.3. Market Estimation
 - 12.1.4. Validation
 - 12.1.5. Publishing
- 12.2. Research Attributes

List Of Tables

LIST OF TABLES

TABLE 1. Global Botanical Supplements Market, Report Scope

TABLE 2. Global Botanical Supplements Market Estimates & Forecasts by Region
2022-2032 (USD Billion)

TABLE 3. Global Botanical Supplements Market Estimates & Forecasts by Source
2022-2032 (USD Billion)

TABLE 4. Global Botanical Supplements Market Estimates & Forecasts by Form
2022-2032 (USD Billion)

TABLE 5. Global Botanical Supplements Market Estimates & Forecasts by Age Group
2022-2032 (USD Billion)

TABLE 6. Global Botanical Supplements Market Estimates & Forecasts by Application
2022-2032 (USD Billion)

TABLE 7. Global Botanical Supplements Market Estimates & Forecasts by Distribution
Channel 2022-2032 (USD Billion)

TABLE 8. Global Botanical Supplements Market by Segment, Estimates & Forecasts,
2022-2032 (USD Billion)

TABLE 9. Global Botanical Supplements Market by Region, Estimates & Forecasts,
2022-2032 (USD Billion)

TABLE 10. U.S. Botanical Supplements Market Estimates & Forecasts, 2022-2032
(USD Billion)

TABLE 11. Canada Botanical Supplements Market Estimates & Forecasts, 2022-2032
(USD Billion)

TABLE 12. U.K. Botanical Supplements Market Estimates & Forecasts, 2022-2032
(USD Billion)

TABLE 13. Germany Botanical Supplements Market Estimates & Forecasts, 2022-2032
(USD Billion)

TABLE 14. France Botanical Supplements Market Estimates & Forecasts, 2022-2032
(USD Billion)

TABLE 15. Spain Botanical Supplements Market Estimates & Forecasts, 2022-2032
(USD Billion)

TABLE 16. Italy Botanical Supplements Market Estimates & Forecasts, 2022-2032
(USD Billion)

TABLE 17. Rest of Europe Botanical Supplements Market Estimates & Forecasts,
2022-2032 (USD Billion)

TABLE 18. China Botanical Supplements Market Estimates & Forecasts, 2022-2032
(USD Billion)

TABLE 19. India Botanical Supplements Market Estimates & Forecasts, 2022-2032
(USD Billion)

TABLE 20. Japan Botanical Supplements Market Estimates & Forecasts, 2022-2032
(USD Billion)

.....

This list is not complete, final report does contain more than 100 tables. The list may be updated in the final deliverable.

List Of Figures

LIST OF FIGURES

- FIG 1. Global Botanical Supplements Market, Research Methodology
- FIG 2. Global Botanical Supplements Market, Market Estimation Techniques
- FIG 3. Global Market Size Estimates & Forecast Methods
- FIG 4. Global Botanical Supplements Market, Key Trends 2023
- FIG 5. Global Botanical Supplements Market, Growth Prospects 2022-2032
- FIG 6. Global Botanical Supplements Market, Porters 5 Force Model
- FIG 7. Global Botanical Supplements Market, PESTEL Analysis
- FIG 8. Global Botanical Supplements Market, Value Chain Analysis
- FIG 9. Global Botanical Supplements Market by Segment, 2022 & 2032 (USD Billion)
- FIG 10. Global Botanical Supplements Market by Segment, 2022 & 2032 (USD Billion)
- FIG 11. Global Botanical Supplements Market by Segment, 2022 & 2032 (USD Billion)
- FIG 12. Global Botanical Supplements Market by Segment, 2022 & 2032 (USD Billion)
- FIG 13. Global Botanical Supplements Market by Segment, 2022 & 2032 (USD Billion)
- FIG 14. Global Botanical Supplements Market, Regional Snapshot 2022 & 2032
- FIG 15. North America Botanical Supplements Market 2022 & 2032 (USD Billion)
- FIG 16. Europe Botanical Supplements Market 2022 & 2032 (USD Billion)
- FIG 17. Asia Pacific Botanical Supplements Market 2022 & 2032 (USD Billion)
- FIG 18. Latin America Botanical Supplements Market 2022 & 2032 (USD Billion)
- FIG 19. Middle East & Africa Botanical Supplements Market 2022 & 2032 (USD Billion)
- FIG 20. Global Botanical Supplements Market, Company Market Share Analysis (2023)

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This list is not complete, final report does contain more than 50 figures. The list may be updated in the final deliverable.

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