

# **Global Green Supplement Market Size Study by Form (Powder, Capsule, Liquid), by Packaging Type (Bottle, Can, Jar, Sachet), by Application (Pharmaceuticals, Food & Beverages, RTD Teas, Functional Foods, Dietary Supplements, Energy Drinks, Cosmetics, Others) and Regional Forecasts 2022-2032**

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## **Abstracts**

Global Green Supplement Market is valued at approximately USD 542.68 million in 2022 and is anticipated to grow with a healthy growth rate of more than 3.8% over the forecast period 2024-2032. Green supplements, primarily derived from dried vegetables and fruits, are renowned for their rich nutrient profile, encompassing vital vitamins and minerals such as selenium, vitamins A, C, and K, iodine, iron, and chromium. These supplements play a pivotal role in helping consumers meet their daily recommended intake of essential nutrients.

The market for green supplements is driven by several key factors, including growing health awareness, the rising prevalence of deficiency diseases, and an increasing geriatric population. Consumers are more conscious than ever about maintaining a healthy lifestyle, which is leading to a higher demand for supplements and fortified foods to fill nutritional gaps. This trend is exacerbated by the rising prevalence of deficiency diseases like anemia and osteoporosis, increasing the need for specific vitamins and minerals. Additionally, the aging global population is contributing to market growth, as older adults often require supplements to manage age-related health issues. The increasing geriatric population, particularly highlighted by the United Nations' projection of a doubling of people aged 65 and above by 2050, is anticipated to drive the demand for anti-aging and health-enhancing supplements. However, the market faces challenges, such as the high cost of premium products, which can limit accessibility for

some consumers, and safety concerns regarding the efficacy and potential side effects of certain supplements. Despite these challenges, there are significant market opportunities. Technological advancements in product formulation are driving the development of more effective and targeted nutritional products. Additionally, the growing demand for plant-based diets is creating opportunities for new product lines that cater to vegan and vegetarian consumers.

The key regions considered for the Global Green Supplement Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. Europe is a dominating region in the Global Green Supplement Market in terms of revenue. The market growth in the region is being attributed to factors including high consumer preference for plant-based products, significant health awareness, and the availability of diverse products. Whereas, the market in Asia-Pacific is anticipated to grow at the fastest rate over the forecast period fueled by its large population and increasing health consciousness.

Major market players included in this report are:

Herbalife Nutrition Ltd.

Vitacost.com Inc.

General Nutrition Centers Inc.

Herbal Hills

Puritan's Pride, Inc.

NOW Foods

Pharmafreak

New England Greens LLC

Earthrise Nutritional

Cyane

Tate & Lyle

Grote Company

GNC Holdings Inc.

Amway Corporation

Vitamin Shoppe, Inc.

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

By Form:

Powder

Capsule

Liquid

By Packaging Type:

Bottle

Can

Jar

Sachet

By Application:

Pharmaceuticals

Food & Beverages

RTD Teas

Functional Foods

Dietary Supplements

Energy Drinks

Cosmetics

Others

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  
Rest of Latin America

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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