

Global Immune Health Supplements Market Size study & Forecast, by Product (Vitamin and Mineral Supplements, Herbal Supplements, Probiotic Supplements, Others), by Form (Capsules, Tablets, Powder, Others), by Application (Hair growth, Gut health, Respiratory tract infection, Others), by Distribution Channel (Pharmacies/Drug Stores, Supermarkets and Hypermarkets, E-commerce, Others) and Regional Analysis, 2022-2029

<https://marketpublishers.com/r/G71975915CB6EN.html>

Date: October 2022

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: G71975915CB6EN

Abstracts

Global Immune Health Supplements Market is valued at approximately USD XX billion in 2021 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2022-2029. Immune health supplements are healthcare product that helps in maintaining a reduces risk of nutrient deficiencies, healthy lifestyle, boost a healthy appetite, and protects many health conditions. Factors such as the increasing number of weight management programs, the growth of the wellness industry, and rising incidences of infectious diseases, diabetes, and several other disorders are driving the market growth across the globe.

According to a Statista report, in 2019, the global wellness market was estimated to account for approximately USD 4.91 billion. Also, it is anticipated that the market is constantly growing and is likely to reach USD 6.99 billion by the year 2025. Accordingly, the increasing demand for wellness products is exhibiting a positive influence on the growth of the Immune Health Supplements Market. In addition, rising innovation and formulation of new immunity boosters, as well as an increasing number of strategic initiatives by the key market players are creating lucrative prospects for market growth

over the forecasting years. However, adverse effects associated with the immunity health supplements are hindering market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Immune Health Supplements Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America dominated the space in terms of revenue, owing to the increasing consumer spending on immune health supplements and rising emphasis on health care. Whereas, the Asia Pacific is expected to grow significantly during the forecast period. Factors such as the rising purchasing capacity of the population, as well as an increasing population, are burgeoning the market growth in the forecasting years.

Major market player included in this report are:

Bayer AG

Pfizer Inc.

Sun Pharmaceutical Industries Limited

Swisse Wellness Pty Ltd.

GlaxoSmithKline Inc.

Abbott Laboratories

Amway Corp.

The Nature's Bounty Co.

Herbalife Nutrition of America, Inc.

Himalaya Global Holdings Ltd.

Recent Developments in the Market:

In December 2020, Abbott launched a newly developed Pedialyte hydration solution for supporting immune health. Pedialyte with immune support involves vitamin B12, vitamin C, prebiotics, vitamin E, and zinc, which are nutrients specifically chosen because of their role in supporting the immune system.

In April 2019, Bayer AG announced the introduction of a new redox-on triple-action supplement in order to overcome immunity challenges during the Ramadan fasting period.

Global Immune Health Supplements Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Product, Form, Application, Distribution Channel, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product:

Vitamin and Mineral Supplements

Herbal Supplements

Probiotic Supplements

Others

By Form:

Capsules

Tablets

Powder

Others

By Application:

Hair growth

Gut health

Respiratory tract infection

Others

By Distribution Channel:

Pharmacies/Drug Stores

Supermarkets and Hypermarkets

E-commerce

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 the World

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