

# **Global Nutritional Supplements Market Size study, by Product (Sports Nutrition and Fat Burner), by Consumer Group (Infants, Children, Adults, Pregnant and Geriatric), by Formulation (Tablets, Capsules, Powder, Softgels, Liquid and Others) by Sales Channel (Bick and Mortar and E-Commerce), by and Regional Forecasts 2021-2027**

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## **Abstracts**

Global Nutritional Supplements Market is valued approximately at USD 310.4 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 6.2% over the forecast period 2021-2027. Nutritional supplements consist of vitamins, proteins, minerals, and other ingredients..Nutritional supplements contains vitamins, minerals, proteins, and other necessary ingredients and are used in order to treat nutritional deficiency in human body. Rising awarenessfor immunity boosting supplements, healthy products launched by market players and increasing focus on health skin, hair and nails among men and women are driving the market growth. For instance, in March 2021, Avrio Health L.P. launched nutritional supplement products in pomegranate blueberry flavor and Senokot laxative tea which includes Senokot Laxative Gummies. Similarly, in February 2021, Oziva introduced vegan omega-3 multivitamin. Also, according to Natural Products Insider, in January 2021, Google searches for “immunity supplement” were three times higher than the same period last year, and at 84% of the average level of 2020. Furthermore, growing awareness regarding calorie reduction among athletes and gym goers are expected to fuel the growth in coming years. However, high cost and side effects due to excess consumption of nutritional supplements may hamper the growth during forecast period.

Among Asia Pacific, North America, Europe, Latin America, and Rest of the World, Asia

Pacific is dominating the world in Nutritional Supplements market in terms of market share due to growing consumer health consciousness. Whereas, Latin America is expected to exhibit the highest growth rate over the forecast period 2021-2027, due to rising disposable income and increasing willingness to spend on nutritional products.

Major market player included in this report are:

Abbott Laboratories  
Archer Daniels Midland (ADM)  
American Health, Inc.  
Amway Corporation  
Arkopharma Laboratoires Pharmaceutiques  
Nature's Bounty Co.  
Herbalife International of America, Inc,  
Stepan Company  
Pfizer Inc.  
Nestle S.A.

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 eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available 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:

Solid  
Hollow

By Consumer Group:

Infants  
Children  
Adults  
Pregnant

Geriatric

By Formulation:

Tablets  
Capsules

Powder

Softgels

Liquid

Others

By Sales Channel:

Bick and Mortar

E-Commerce

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

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019

Base year – 2020

Forecast period – 2021 to 2027.

Target Audience of the Global Nutritional Supplements Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

## Contents

### CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2019-2027 (USD Billion)
  - 1.2.1. Market , by Region, 2019-2027 (USD Billion)
  - 1.2.2. Nutritional Supplements Market, by Product, 2019-2027 (USD Billion)
  - 1.2.3. Nutritional Supplements Market, by Consumer Group , 2019-2027 (USD Billion)
  - 1.2.4. Nutritional Supplements Market, by Formulation, 2019-2027 (USD Billion)
  - 1.2.5. Nutritional Supplements Market, by Sales Channel, 2019-2027 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

### CHAPTER 2. GLOBAL NUTRITIONAL SUPPLEMENTS MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
  - 2.2.1. Scope of the Study
  - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

### CHAPTER 3. GLOBAL NUTRITIONAL SUPPLEMENTS MARKET DYNAMICS

- 3.1. Nutritional Supplements Market Impact Analysis (2019-2027)
  - 3.1.1. Market Drivers
    - 3.1.1.1. New product launch
    - 3.1.1.2. Rising awareness for immunity boosting supplements
  - 3.1.2. Market Restraint
    - 3.1.2.1. High cost
    - 3.1.2.2. Associated side effects
  - 3.1.3. Market Opportunities
    - 3.1.3.1. Rising awareness for calorie reduction
    - 3.1.3.2. Shift of focus from pharmaceutical to nutraceutical products

### CHAPTER 4. GLOBAL NUTRITIONAL SUPPLEMENTS MARKET: INDUSTRY

*Global Nutritional Supplements Market Size study, by Product (Sports Nutrition and Fat Burner), by Consumer Gr...*

## **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 (2018-2027)

### 4.2. PEST Analysis

4.2.1. Political

4.2.2. Economic

4.2.3. Social

4.2.4. Technological

### 4.3. Investment Adoption Model

### 4.4. Analyst Recommendation & Conclusion

## **CHAPTER 5. GLOBAL NUTRITIONAL SUPPLEMENTS MARKET, BY PRODUCT**

### 5.1. Market Snapshot

### 5.2. Global Nutritional Supplements Market by Product, Performance - Potential Analysis

### 5.3. Global Nutritional Supplements Market Estimates & Forecasts by Product 2018-2027 (USD Billion)

### 5.4. Nutritional Supplements Market , Sub Segment Analysis

5.4.1. Sport Nutrition

5.4.2. Fat Burner

## **CHAPTER 6. GLOBAL NUTRITIONAL SUPPLEMENTS MARKET, BY CONSUMER GROUP**

### a. Market Snapshot

### 6.1. Global Nutritional Supplements Market by Consumer Group, Performance - Potential Analysis

### 6.2. Global Nutritional Supplements Market Estimates & Forecasts by Consumer Group 2018-2027 (USD Billion)

### 6.3. Nutritional Supplements Market , Sub Segment Analysis

6.3.1. Infants

6.3.2. Children

- 6.3.3. Adults
- 6.3.4. Pregnant
- 6.3.5. Geriatric

## **CHAPTER 7. GLOBAL NUTRITIONAL SUPPLEMENTS MARKET, BY FORMULATION**

### b. Market Snapshot

- 7.1. Global Nutritional Supplements Market by Formulation, Performance - Potential Analysis
- 7.2. Global Nutritional Supplements Market Estimates & Forecasts by Formulation 2018-2027 (USD Billion)
- 7.3. Nutritional Supplements Market , Sub Segment Analysis
  - 7.3.1. Tablets
  - 7.3.2. Capsules
  - 7.3.3. Powder
  - 7.3.4. Softgels
  - 7.3.5. Liquid
  - 7.3.6. Others

## **CHAPTER 8. GLOBAL NUTRITIONAL SUPPLEMENTS MARKET, BY SALES CHANNEL**

### c. Market Snapshot

- 8.1. Global Nutritional Supplements Market by Sales Channel, Performance - Potential Analysis
- 8.2. Global Nutritional Supplements Market Estimates & Forecasts by Sales Channel 2018-2027 (USD Billion)
- 8.3. Nutritional Supplements Market , Sub Segment Analysis
  - 8.3.1. Bick and Mortar
  - 8.3.2. E-Commerce

## **CHAPTER 9. GLOBAL NUTRITIONAL SUPPLEMENTS MARKET, REGIONAL ANALYSIS**

- 9.1. Nutritional Supplements Market , Regional Market Snapshot
- 9.2. North America Nutritional Supplements Market
  - 9.2.1. U.S. Nutritional Supplements Market
    - 9.2.1.1. Product breakdown estimates & forecasts, 2018-2027

- 9.2.1.2. Consumer Group breakdown estimates & forecasts, 2018-2027
- 9.2.1.3. Formulation breakdown estimates & forecasts, 2018-2027
- 9.2.1.4. Sales Channel breakdown estimates & forecasts, 2018-2027
- 9.2.2. Canada Nutritional Supplements Market
- 9.3. Europe Nutritional Supplements Market Snapshot
  - 9.3.1. U.K. Nutritional Supplements Market
  - 9.3.2. Germany Nutritional Supplements Market
  - 9.3.3. France Nutritional Supplements Market
  - 9.3.4. Spain Nutritional Supplements Market
  - 9.3.5. Italy Nutritional Supplements Market
  - 9.3.6. Rest of Europe Nutritional Supplements Market
- 9.4. Asia-Pacific Nutritional Supplements Market Snapshot
  - 9.4.1. China Nutritional Supplements Market
  - 9.4.2. India Nutritional Supplements Market
  - 9.4.3. Japan Nutritional Supplements Market
  - 9.4.4. Australia Nutritional Supplements Market
  - 9.4.5. South Korea Nutritional Supplements Market
  - 9.4.6. Rest of Asia Pacific Nutritional Supplements Market
- 9.5. Latin America Nutritional Supplements Market Snapshot
  - 9.5.1. Brazil Nutritional Supplements Market
  - 9.5.2. Mexico Nutritional Supplements Market
- 9.6. Rest of The World Nutritional Supplements Market

## **CHAPTER 10. COMPETITIVE INTELLIGENCE**

- 10.1. Top Market Strategies
- 10.2. Company Profiles
  - 10.2.1. Abbott Laboratories
    - 10.2.1.1. Key Information
    - 10.2.1.2. Overview
    - 10.2.1.3. Financial (Subject to Data Availability)
    - 10.2.1.4. Product Summary
    - 10.2.1.5. Recent Developments
  - 10.2.2. Archer Daniels Midland (ADM)
  - 10.2.3. American Health, Inc.
  - 10.2.4. Amway Corporation
  - 10.2.5. Arkopharma Laboratoires Pharmaceutiques
  - 10.2.6. Nature's Bounty Co.
  - 10.2.7. Herbalife International of America, Inc,



10.2.8. Stepan Company

10.2.9. Pfizer Inc.

10.2.10. Nestle S.A.

## **CHAPTER 11. RESEARCH PROCESS**

11.1. Research Process

11.1.1. Data Mining

11.1.2. Analysis

11.1.3. Market Estimation

11.1.4. Validation

11.1.5. Publishing

11.2. Research Attributes

11.3. Research Assumption

## List Of Tables

### LIST OF TABLES

TABLE 2. Global Nutritional Supplements Market , report scope

TABLE 3. Global Nutritional Supplements Market estimates & forecasts by region  
2018-2027 (USD Billion)

TABLE 4. Global Nutritional Supplements Market estimates & forecasts by Product  
2018-2027 (USD Billion)

TABLE 5. Global Nutritional Supplements Market estimates & forecasts by Consumer  
Group 2018-2027 (USD Billion)

TABLE 6. Global Nutritional Supplements Market estimates & forecasts by Formulation  
2018-2027 (USD Billion)

TABLE 7. Global Nutritional Supplements Market estimates & forecasts by Sales  
Channel 2018-2027 (USD Billion)

TABLE 8. Global Nutritional Supplements Market by segment, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 9. Global Nutritional Supplements Market by region, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 10. Global Nutritional Supplements Market by segment, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 11. Global Nutritional Supplements Market by region, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 12. Global Nutritional Supplements Market by segment, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 13. Global Nutritional Supplements Market by region, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 14. Global Nutritional Supplements Market by segment, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 15. Global Nutritional Supplements Market by region, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 16. Global Nutritional Supplements Market by segment, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 17. Global Nutritional Supplements Market by region, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 18. Global Nutritional Supplements Market by segment, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 19. Global Nutritional Supplements Market by region, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 20. Global Nutritional Supplements Market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 21. Global Nutritional Supplements Market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 22. Global Nutritional Supplements Market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 23. Global Nutritional Supplements Market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 24. U.S. Nutritional Supplements Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 25. U.S. Nutritional Supplements Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 26. U.S. Nutritional Supplements Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 27. Canada Nutritional Supplements Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 28. Canada Nutritional Supplements Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 29. Canada Nutritional Supplements Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 30. UK Nutritional Supplements Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 31. UK Nutritional Supplements Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 32. UK Nutritional Supplements Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 33. Germany Nutritional Supplements Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 34. Germany Nutritional Supplements Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 35. Germany Nutritional Supplements Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 36. France Nutritional Supplements Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 37. France Nutritional Supplements Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 38. France Nutritional Supplements Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 39. Spain Nutritional Supplements Market estimates & forecasts, 2018-2027

(USD Billion)

TABLE 40. Spain Nutritional Supplements Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 41. Spain Nutritional Supplements Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 42. Italy Nutritional Supplements Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 43. Italy Nutritional Supplements Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 44. Italy Nutritional Supplements Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 45. ROE Nutritional Supplements Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 46. ROE Nutritional Supplements Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 47. ROE Nutritional Supplements Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 48. China Nutritional Supplements Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 49. China Nutritional Supplements Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 50. China Nutritional Supplements Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 51. India Nutritional Supplements Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 52. India Nutritional Supplements Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 53. India Nutritional Supplements Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 54. Japan Nutritional Supplements Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 55. Japan Nutritional Supplements Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 56. Japan Nutritional Supplements Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 57. Australia Nutritional Supplements Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 58. Australia Nutritional Supplements Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 59. Australia Nutritional Supplements Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 60. South Korea Nutritional Supplements Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 61. South Korea Nutritional Supplements Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 62. South Korea Nutritional Supplements Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 63. ROPAC Nutritional Supplements Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 64. ROPAC Nutritional Supplements Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 65. ROPAC Nutritional Supplements Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 66. Brazil Nutritional Supplements Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 67. Brazil Nutritional Supplements Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 68. Brazil Nutritional Supplements Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 69. Mexico Nutritional Supplements Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 70. Mexico Nutritional Supplements Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 71. Mexico Nutritional Supplements Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 72. ROLA Nutritional Supplements Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 73. ROLA Nutritional Supplements Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 74. ROLA Nutritional Supplements Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 75. ROW Nutritional Supplements Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 76. ROW Nutritional Supplements Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 77. ROW Nutritional Supplements Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 78. List of secondary sources used in the study of global Nutritional

Supplements Market .

TABLE 79. List of primary sources used in the study of global Nutritional Supplements Market .

TABLE 80. Years considered for the study.

TABLE 81. Exchange rates considered.

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Nutritional Supplements Market , research methodology
- FIG 2. Global Nutritional Supplements Market , market estimation techniques
- FIG 3. Global market size estimates & forecast methods
- FIG 4. Global Nutritional Supplements Market , key trends 2020
- FIG 5. Global Nutritional Supplements Market , growth prospects 2021-2027
- FIG 6. Global Nutritional Supplements Market , porters 5 force model
- FIG 7. Global Nutritional Supplements Market , pest analysis
- FIG 8. Global Nutritional Supplements Market , value chain analysis
- FIG 9. Global Nutritional Supplements Market by segment, 2018 & 2027 (USD Billion)
- FIG 10. Global Nutritional Supplements Market by segment, 2018 & 2027 (USD Billion)
- FIG 11. Global Nutritional Supplements Market by segment, 2018 & 2027 (USD Billion)
- FIG 12. Global Nutritional Supplements Market by segment, 2018 & 2027 (USD Billion)
- FIG 13. Global Nutritional Supplements Market by segment, 2018 & 2027 (USD Billion)
- FIG 14. Global Nutritional Supplements Market by segment, 2018 & 2027 (USD Billion)
- FIG 15. Global Nutritional Supplements Market by segment, 2018 & 2027 (USD Billion)
- FIG 16. Global Nutritional Supplements Market by segment, 2018 & 2027 (USD Billion)
- FIG 17. Global Nutritional Supplements Market , regional snapshot 2018 & 2027
- FIG 18. North America Nutritional Supplements Market 2018 & 2027 (USD Billion)
- FIG 19. Europe Nutritional Supplements Market 2018 & 2027 (USD Billion)
- FIG 20. Asia-Pacific Nutritional Supplements Market 2018 & 2027 (USD Billion)
- FIG 21. Latin America Nutritional Supplements Market 2018 & 2027 (USD Billion)
- FIG 22. Global Nutritional Supplements Market , company market share analysis (2020)

## I would like to order

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