

Global NAD+ Booster Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

NAD+ boosters are a category of supplements that aim to increase levels of nicotinamide adenine dinucleotide (NAD+) in the body. NAD+ is a coenzyme found in all living cells and plays a crucial role in various biological processes, including energy production, DNA repair, and gene expression regulation. NAD+ boosters are positioned in the health and wellness market, targeting consumers looking to improve cellular function, energy levels, and overall well-being.

As of 2023, the global market size for NAD+ boosters stands at approximately USD 80 million. This market is projected to experience a robust Compound Annual Growth Rate (CAGR) of 15.75% from 2024 to 2032. Key drivers fueling this growth include increasing consumer awareness of the importance of cellular health, rising demand for anti-aging solutions, and growing adoption of preventive healthcare practices.

One prominent trend in the NAD+ booster market is the rise of personalized nutrition and supplementation. Companies are leveraging advancements in technology to offer personalized NAD+ booster regimens based on individual genetic profiles, lifestyle factors, and health goals. This trend not only enhances product efficacy but also improves customer engagement and loyalty.

Another significant trend is the expansion of distribution channels for NAD+ boosters. In addition to traditional retail outlets, manufacturers are increasingly focusing on online sales channels, including e-commerce platforms and direct-to-consumer models. This shift allows companies to reach a wider audience, offer convenience to consumers, and gather valuable data for targeted marketing strategies.

Moreover, the market is witnessing a surge in research and development activities aimed at enhancing the bioavailability and effectiveness of NAD+ booster formulations. Companies are investing in innovative delivery mechanisms, such as liposomal encapsulation and sublingual administration, to improve absorption rates and maximize the benefits of NAD+ supplementation.

In terms of regional market distribution, North America currently leads the global NAD+ booster market, driven by a strong presence of key market players, high consumer awareness levels, and a proactive approach to preventive healthcare. Europe follows closely, with increasing adoption of NAD+ boosters in countries like the UK, Germany, and France. Asia-Pacific is also emerging as a lucrative market, supported by a growing health-conscious population and rising disposable incomes.

Despite the positive growth outlook, the NAD+ booster market faces challenges such as regulatory complexities surrounding dietary supplements, intense competition among market players, and the need for more extensive clinical evidence to support product claims. Overcoming these challenges will require companies to invest in research, comply with evolving regulations, and differentiate their offerings through innovation and quality assurance measures.

This report provides a deep insight into the global NAD+ Booster market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global NAD+ Booster Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the NAD+ Booster market in any manner.

Global NAD+ Booster Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

GeneHarbor

Chromadex

Mirailab Bioscience Inc. (Shinkowa Pharmaceutical)

Herbalmax

EffePharm

Kingdomway

NOMON Co.

Ltd. (Teijin)

CELLFULL

Bontac

Genex Formulas

EZZ

Maac10 Formulas

Elysium Health

Market Segmentation (by Type)

Content ?98%

Content ?98%

Market Segmentation (by Application)

Health Care Products

Beauty Products

Others

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the NAD+ Booster Market

Overview of the regional outlook of the NAD+ Booster Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the NAD+ Booster Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and

restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of NAD+ Booster

1.2 Key Market Segments

1.2.1 NAD+ Booster Segment by Type

1.2.2 NAD+ Booster Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 NAD+ BOOSTER MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global NAD+ Booster Market Size (M USD) Estimates and Forecasts (2019-2032)

2.1.2 Global NAD+ Booster Sales Estimates and Forecasts (2019-2032)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

2.4 Macroeconomic Analysis

3 NAD+ BOOSTER MARKET COMPETITIVE LANDSCAPE

3.1 Global NAD+ Booster Sales by Manufacturers (2019-2024)

3.2 Global NAD+ Booster Revenue Market Share by Manufacturers (2019-2024)

3.3 NAD+ Booster Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.4 Global NAD+ Booster Average Price by Manufacturers (2019-2024)

3.5 Manufacturers NAD+ Booster Sales Sites, Area Served, Product Type

3.6 NAD+ Booster Market Competitive Situation and Trends

3.6.1 NAD+ Booster Market Concentration Rate

3.6.2 Global 5 and 10 Largest NAD+ Booster Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 NAD+ BOOSTER INDUSTRY CHAIN ANALYSIS

- 4.1 NAD+ Booster Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF NAD+ BOOSTER MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Market Restraints
- 5.5 Industry News
 - 5.5.1 New Product Developments
 - 5.5.2 Mergers & Acquisitions
 - 5.5.3 Expansions
 - 5.5.4 Collaboration/Supply Contracts
- 5.6 Industry Policies

6 NAD+ BOOSTER MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global NAD+ Booster Sales Market Share by Type (2019-2024)
- 6.3 Global NAD+ Booster Market Size Market Share by Type (2019-2024)
- 6.4 Global NAD+ Booster Price by Type (2019-2024)

7 NAD+ BOOSTER MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global NAD+ Booster Market Sales by Application (2019-2024)
- 7.3 Global NAD+ Booster Market Size (M USD) by Application (2019-2024)
- 7.4 Global NAD+ Booster Sales Growth Rate by Application (2019-2024)

8 NAD+ BOOSTER MARKET SALES BY REGION

- 8.1 Global NAD+ Booster Sales by Region
 - 8.1.1 Global NAD+ Booster Sales by Region
 - 8.1.2 Global NAD+ Booster Sales Market Share by Region
- 8.2 Global NAD+ Booster Market Size by Region
 - 8.2.1 Global NAD+ Booster Market Size by Region

8.2.2 Global NAD+ Booster Market Size Market Share by Region

8.3 North America

8.3.1 North America NAD+ Booster Sales by Country

8.3.2 North America NAD+ Booster Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe NAD+ Booster Sales by Country

8.4.2 Europe NAD+ Booster Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Russia Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific NAD+ Booster Sales by Region

8.5.2 China

8.5.3 Japan

8.5.4 South Korea

8.5.5 India

8.5.6 Southeast Asia

8.6 Asia Pacific

8.6.1 Asia Pacific NAD+ Booster Market Size by Region

8.6.2 Asia Pacific NAD+ Booster Market Size by Region

8.6.3 China

8.6.4 Japan

8.6.5 South Korea

8.6.6 India

8.6.7 Southeast Asia

8.7 South America

8.7.1 South America NAD+ Booster Sales by Country

8.7.2 South America NAD+ Booster Market Size by Country

8.7.3 Brazil

8.7.4 Argentina

8.7.5 Columbia

8.8 Middle East and Africa

8.8.1 Middle East and Africa NAD+ Booster Sales by Region

8.8.2 Middle East and Africa NAD+ Booster Market Size by Region

8.8.3 Saudi Arabia

8.8.4 UAE

8.8.5 Egypt

8.8.6 Nigeria

8.8.7 South Africa

9 NAD+ BOOSTER MARKET PRODUCTION BY REGION

9.1 Global Production of NAD+ Booster by Region (2019-2024)

9.2 Global NAD+ Booster Revenue Market Share by Region (2019-2024)

9.3 Global NAD+ Booster Production, Revenue, Price and Gross Margin (2019-2024)

9.4 North America NAD+ Booster Production

9.4.1 North America NAD+ Booster Production Growth Rate (2019-2024)

9.4.2 North America NAD+ Booster Production, Revenue, Price and Gross Margin (2019-2024)

9.5 Europe NAD+ Booster Production

9.5.1 Europe NAD+ Booster Production Growth Rate (2019-2024)

9.5.2 Europe NAD+ Booster Production, Revenue, Price and Gross Margin (2019-2024)

9.6 Japan NAD+ Booster Production (2019-2024)

9.6.1 Japan NAD+ Booster Production Growth Rate (2019-2024)

9.6.2 Japan NAD+ Booster Production, Revenue, Price and Gross Margin (2019-2024)

9.7 China NAD+ Booster Production (2019-2024)

9.7.1 China NAD+ Booster Production Growth Rate (2019-2024)

9.7.2 China NAD+ Booster Production, Revenue, Price and Gross Margin (2019-2024)

10 KEY COMPANIES PROFILE

10.1 GeneHarbor

10.1.1 GeneHarbor NAD+ Booster Basic Information

10.1.2 GeneHarbor NAD+ Booster Product Overview

10.1.3 GeneHarbor NAD+ Booster Product Market Performance

10.1.4 GeneHarbor Business Overview

10.1.5 GeneHarbor NAD+ Booster SWOT Analysis

10.1.6 GeneHarbor Recent Developments

10.2 Chromadex

10.2.1 Chromadex NAD+ Booster Basic Information

10.2.2 Chromadex NAD+ Booster Product Overview

10.2.3 Chromadex NAD+ Booster Product Market Performance

- 10.2.4 Chromadex Business Overview
- 10.2.5 Chromadex NAD+ Booster SWOT Analysis
- 10.2.6 Chromadex Recent Developments
- 10.3 Mirailab Bioscience Inc. (Shinkowa Pharmaceutical)
 - 10.3.1 Mirailab Bioscience Inc. (Shinkowa Pharmaceutical) NAD+ Booster Basic Information
 - 10.3.2 Mirailab Bioscience Inc. (Shinkowa Pharmaceutical) NAD+ Booster Product Overview
 - 10.3.3 Mirailab Bioscience Inc. (Shinkowa Pharmaceutical) NAD+ Booster Product Market Performance
 - 10.3.4 Mirailab Bioscience Inc. (Shinkowa Pharmaceutical) NAD+ Booster SWOT Analysis
 - 10.3.5 Mirailab Bioscience Inc. (Shinkowa Pharmaceutical) Business Overview
 - 10.3.6 Mirailab Bioscience Inc. (Shinkowa Pharmaceutical) Recent Developments
- 10.4 Herbalmax
 - 10.4.1 Herbalmax NAD+ Booster Basic Information
 - 10.4.2 Herbalmax NAD+ Booster Product Overview
 - 10.4.3 Herbalmax NAD+ Booster Product Market Performance
 - 10.4.4 Herbalmax Business Overview
 - 10.4.5 Herbalmax Recent Developments
- 10.5 EffePharm
 - 10.5.1 EffePharm NAD+ Booster Basic Information
 - 10.5.2 EffePharm NAD+ Booster Product Overview
 - 10.5.3 EffePharm NAD+ Booster Product Market Performance
 - 10.5.4 EffePharm Business Overview
 - 10.5.5 EffePharm Recent Developments
- 10.6 Kingdomway
 - 10.6.1 Kingdomway NAD+ Booster Basic Information
 - 10.6.2 Kingdomway NAD+ Booster Product Overview
 - 10.6.3 Kingdomway NAD+ Booster Product Market Performance
 - 10.6.4 Kingdomway Business Overview
 - 10.6.5 Kingdomway Recent Developments
- 10.7 NOMON Co.
 - 10.7.1 NOMON Co. NAD+ Booster Basic Information
 - 10.7.2 NOMON Co. NAD+ Booster Product Overview
 - 10.7.3 NOMON Co. NAD+ Booster Product Market Performance
 - 10.7.4 NOMON Co. Business Overview
 - 10.7.5 NOMON Co. Recent Developments
- 10.8 Ltd. (Teijin)

- 10.8.1 Ltd. (Teijin) NAD+ Booster Basic Information
- 10.8.2 Ltd. (Teijin) NAD+ Booster Product Overview
- 10.8.3 Ltd. (Teijin) NAD+ Booster Product Market Performance
- 10.8.4 Ltd. (Teijin) Business Overview
- 10.8.5 Ltd. (Teijin) Recent Developments
- 10.9 CELFULL
 - 10.9.1 CELFULL NAD+ Booster Basic Information
 - 10.9.2 CELFULL NAD+ Booster Product Overview
 - 10.9.3 CELFULL NAD+ Booster Product Market Performance
 - 10.9.4 CELFULL Business Overview
 - 10.9.5 CELFULL Recent Developments
- 10.10 Bontac
 - 10.10.1 Bontac NAD+ Booster Basic Information
 - 10.10.2 Bontac NAD+ Booster Product Overview
 - 10.10.3 Bontac NAD+ Booster Product Market Performance
 - 10.10.4 Bontac Business Overview
 - 10.10.5 Bontac Recent Developments
- 10.11 Genex Formulas
 - 10.11.1 Genex Formulas NAD+ Booster Basic Information
 - 10.11.2 Genex Formulas NAD+ Booster Product Overview
 - 10.11.3 Genex Formulas NAD+ Booster Product Market Performance
 - 10.11.4 Genex Formulas Business Overview
 - 10.11.5 Genex Formulas Recent Developments
- 10.12 EZZ
 - 10.12.1 EZZ NAD+ Booster Basic Information
 - 10.12.2 EZZ NAD+ Booster Product Overview
 - 10.12.3 EZZ NAD+ Booster Product Market Performance
 - 10.12.4 EZZ Business Overview
 - 10.12.5 EZZ Recent Developments
- 10.13 Maac10 Formulas
 - 10.13.1 Maac10 Formulas NAD+ Booster Basic Information
 - 10.13.2 Maac10 Formulas NAD+ Booster Product Overview
 - 10.13.3 Maac10 Formulas NAD+ Booster Product Market Performance
 - 10.13.4 Maac10 Formulas Business Overview
 - 10.13.5 Maac10 Formulas Recent Developments
- 10.14 Elysium Health
 - 10.14.1 Elysium Health NAD+ Booster Basic Information
 - 10.14.2 Elysium Health NAD+ Booster Product Overview
 - 10.14.3 Elysium Health NAD+ Booster Product Market Performance

- 10.14.4 Elysium Health Business Overview
- 10.14.5 Elysium Health Recent Developments

11 NAD+ BOOSTER MARKET FORECAST BY REGION

- 11.1 Global NAD+ Booster Market Size Forecast
- 11.2 Global NAD+ Booster Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe NAD+ Booster Market Size Forecast by Country
 - 11.2.3 Asia Pacific NAD+ Booster Market Size Forecast by Region
 - 11.2.4 South America NAD+ Booster Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of NAD+ Booster by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

- 12.1 Global NAD+ Booster Market Forecast by Type (2025-2032)
 - 12.1.1 Global Forecasted Sales of NAD+ Booster by Type (2025-2032)
 - 12.1.2 Global NAD+ Booster Market Size Forecast by Type (2025-2032)
 - 12.1.3 Global Forecasted Price of NAD+ Booster by Type (2025-2032)
- 12.2 Global NAD+ Booster Market Forecast by Application (2025-2032)
 - 12.2.1 Global NAD+ Booster Sales (K MT) Forecast by Application
 - 12.2.2 Global NAD+ Booster Market Size (M USD) Forecast by Application (2025-2032)

13 CONCLUSION AND KEY FINDINGS

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