

US and Canada Food Supplement Market - 2023-2027

<https://marketpublishers.com/r/U5960A1028E9EN.html>

Date: November 2025

Pages: 210

Price: US\$ 2,999.00 (Single User License)

ID: U5960A1028E9EN

Abstracts

The US and Canada Food Supplement Market was valued at US\$ 41,294.93 million in 2023 and is anticipated to reach US\$ 54,511.64 million by 2027, at a CAGR of 0.074 from 2026 to 2032.

The report delivers in-depth insights into key market dynamics, including regional growth trends, market segmentation, CAGR projections, and the revenue performance of leading industry players. It also highlights major growth drivers shaping the market landscape. Designed to provide a clear and comprehensive perspective, the report offers a detailed view of the current market size in terms of both value and volume, along with emerging opportunities and the overall development outlook of the US and Canada Food Supplement Market.

This report delivers a comprehensive overview of the US and Canada Food Supplement Market, with both quantitative and qualitative analyses, to help readers develop growth strategies, assess the competitive landscape, evaluate their position in the current market, and make informed business decisions regarding US and Canada Food Supplement Market. The US and Canada Food Supplement Market size, estimates, and forecasts are provided in terms of output/shipments (K MT) and revenue (US\$ millions), with 2025 as the base year and historical and forecast data for 2023–2027.

US and Canada Food Supplement Market Scope:

By Ingredient

Vitamins

Botanicals

Minerals

Protein & Amino Acids

Omega Fatty Acids

Probiotics

Others

By Dosage

Tablet

Capsules

Liquid

Powder

Others

Key Players

Procter & Gamble

Church & Dwight Co., Inc.

NOW Health Group, Inc.

Pharmavite LLC

Jamieson Wellness Inc.

PanTheryx, Inc.

LoveBug Probiotics

EquiLife, Inc

DrFormulas

Vital Nutrients

ProHealth, Inc.

GU Energy Labs

The Clorox Company

Nutrabolics Inc.

BIOHM Health LLC

i-Health, Inc.

New Roots Herbal Inc.

Living Alchemy Ltd.

Organika Health Products

R&J Nutritionals O/A Vitatree

Major Highlights

This report delivers a comprehensive overview of the US and Canada Food Supplement Market, with both quantitative and qualitative analyses, to help readers develop growth strategies, assess the competitive landscape, evaluate their position in the current market, and make informed business decisions regarding US and Canada Food Supplement Market. The US and Canada Food Supplement Market size, estimates, and forecasts are provided in terms of output/shipments (K Sqm) and revenue (US\$ millions), with 2025 as the base year and historical and forecast data for 2023–2027.

This report will assist keyword manufacturers, new entrants, and companies across the

industry value chain with information on revenues, production, and average prices for the overall market and its sub-segments, by company, by Type, by Application, and by region.

Regional Analysis:

North America (U.S., Canada, Mexico)

Europe (U.K., Italy, Germany, Russia, France, Spain, The Netherlands and Rest of Europe)

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

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

Middle East & Africa (Saudi Arabia, U.A.E., South Africa, Rest of Middle East & Africa)

Partner Identification

Increase Your Customer Base by 3X using our Partner Identification tool

Uncover strategic collaboration opportunities with DataM vetted partners aligned to your ecosystem.

Identify high potential M&A targets based on synergies, market positioning and growth trajectory.

Prioritize partners by strategic fit rather than general capability.

Why Choose DataM?

Data-Driven Insights: Dive into detailed analyses with granular insights such as pricing, market shares and value chain evaluations, enriched by interviews with industry leaders and disruptors.

Post-Purchase Support and Expert Analyst Consultations: As a valued client, gain direct access to our expert analysts for personalized advice and strategic guidance, tailored to your specific needs and challenges.

White Papers and Case Studies: Benefit quarterly from our in-depth studies related to your purchased titles, tailored to refine your operational and marketing strategies for maximum impact.

Annual Updates on Purchased Reports: As an existing customer, enjoy the privilege of annual updates to your reports, ensuring you stay abreast of the latest market insights and technological advancements. Terms and conditions apply.

Specialized Focus on Emerging Markets: DataM differentiates itself by delivering in-depth, specialized insights specifically for emerging markets, rather than offering generalized geographic overviews. This approach equips our clients with a nuanced understanding and actionable intelligence that are essential for navigating and succeeding in high-growth regions.

Value of DataM Reports: Our reports offer specialized insights tailored to the latest trends and specific business inquiries. This personalized approach provides a deeper, strategic perspective, ensuring you receive the precise information necessary to make informed decisions. These insights complement and go beyond what is typically available in generic databases.

Target Audience 2026

Manufacturers/ Buyers

Industry Investors/Investment Bankers

Research Professionals

Emerging Companies

Contents

1. METHODOLOGY AND SCOPE

- 1.1. Research Methodology
- 1.2. Research Objective and Scope of the Report

2. DEFINITION AND OVERVIEW

3. EXECUTIVE SUMMARY

- 3.1. Snippet by Ingredient
- 3.2. Snippet by Dosage
- 3.3. Snippet by Application
- 3.4. Snippet by Age
- 3.5. Snippet by Distribution Channel

4. DYNAMICS

- 4.1. Impacting Factors
 - 4.1.1. Drivers
 - 4.1.1.1. Growing Popularity of Plant-Based Supplements
 - 4.1.1.2. Rising Aging Population
 - 4.1.2. Restraints
 - 4.1.2.1. Side Effects Associated with the Products
 - 4.1.3. Opportunity
 - 4.1.4. Impact Analysis

5. INDUSTRY ANALYSIS

- 5.1. Porter's Five Force Analysis
- 5.2. Supply Chain Analysis
- 5.3. Pricing Analysis
- 5.4. Regulatory Analysis
- 5.5. DMI Opinion

6. BY INGREDIENT

- 6.1. Introduction

- 6.1.1. Market Size Analysis and Y-o-Y Growth Analysis (%), By Ingredient
- 6.1.2. Market Attractiveness Index, By Ingredient
- 6.2. Vitamins*
 - 6.2.1. Introduction
 - 6.2.2. Market Size Analysis and Y-o-Y Growth Analysis (%)
- 6.3. Botanicals
- 6.4. Minerals
- 6.5. Protein & Amino Acids
- 6.6. Omega Fatty Acids
- 6.7. Probiotics
- 6.8. Others

7. BY DOSAGE

- 7.1. Introduction
 - 7.1.1. Market Size Analysis and Y-o-Y Growth Analysis (%), By Dosage
 - 7.1.2. Market Attractiveness Index, By Dosage
- 7.2. Tablet*
 - 7.2.1. Introduction
 - 7.2.2. Market Size Analysis and Y-o-Y Growth Analysis (%)
- 7.3. Capsules
- 7.4. Liquid
- 7.5. Powder
- 7.6. Others

8. APPLICATION

- 8.1. Introduction
 - 8.1.1. Market Size Analysis and Y-o-Y Growth Analysis (%), By Application
 - 8.1.2. Market Attractiveness Index, By Application
- 8.2. Gastrointestinal Health*
 - 8.2.1. Introduction
 - 8.2.2. Market Size Analysis and Y-o-Y Growth Analysis (%)
 - 8.2.3. Gut Microbiota/Microbiome Balance
 - 8.2.4. Digestion
 - 8.2.5. Constipation
 - 8.2.6. Bloating
 - 8.2.7. Diarrhea
 - 8.2.8. Leaky Gut

- 8.2.9. Inflammation
- 8.2.10. Others
 - 8.2.10.1. Gluten sensitivity
 - 8.2.10.2. Abdominal Pain
 - 8.2.10.3. GERD/Helicobacter pylori
 - 8.2.10.4. Antibiotic-Associated Diarrhea/Post-Antibiotic Treatment
 - 8.2.10.5. Gut Flora/Gut Microbiome Restoration
 - 8.2.10.6. Others
- 8.3. Vaginal Health
- 8.4. Urinary Tract Health
 - 8.4.1. Kidney Stones
 - 8.4.2. UTIs
 - 8.4.3. Others
- 8.5. Oral Health
- 8.6. Anti/Healthy Ageing
- 8.7. Allergies/Asthma
- 8.8. Bone & Joint Health
 - 8.8.1. Osteoarthritis
 - 8.8.2. Osteoporosis/Low Mineral Bone Density
 - 8.8.3. Inflammation
- 8.9. Brain/Mental Health
 - 8.9.1. Sleep
 - 8.9.2. Cognition
 - 8.9.3. Mood
 - 8.9.4. Depression
 - 8.9.5. Focus
- 8.10. Cardiovascular Health
- 8.11. Circulation
- 8.12. Energy/Fatigue Reduction
- 8.13. Metabolic Syndrome/Blood Glucose
- 8.14. Liver Health
- 8.15. Energy
- 8.16. Immunity/Respiratory Infections
- 8.17. Nutrient Absorption
- 8.18. Skin-Hair-Nails
 - 8.18.1. Atopic Dermatitis & Eczema
 - 8.18.2. Acne
 - 8.18.3. Rosacea
 - 8.18.4. Hair Growth/Hair Loss

- 8.18.5. Skin Microbiome
- 8.18.6. Others
- 8.19. Sports
- 8.20. Women's Health
 - 8.20.1. Fertility
 - 8.20.2. Menopause
 - 8.20.3. Pregnancy
 - 8.20.4. PCOS
 - 8.20.5. Vaginal Health & Health Vaginal Microbiome
 - 8.20.6. Vaginal Infections (BV/VVC)
 - 8.20.7. Pregnancy Outcomes
 - 8.20.8. Others
- 8.21. Men's Health & Men's Fertility
- 8.22. Weight Management
- 8.23. Pediatric Health
 - 8.23.1. Colic
 - 8.23.2. Constipation
 - 8.23.3. Regurgitation
 - 8.23.4. Atopic Dermatitis
 - 8.23.5. Others
- 8.24. Others

9. AGE

- 9.1. Introduction
 - 9.1.1. Market Size Analysis and Y-o-Y Growth Analysis (%), By Age
 - 9.1.2. Market Attractiveness Index, By Age
- 9.2. Infant*
 - 9.2.1. Introduction
 - 9.2.2. Market Size Analysis and Y-o-Y Growth Analysis (%)
- 9.3. Children
- 9.4. Adults
- 9.5. Seniors

10. DISTRIBUTION CHANNEL

- 10.1. Introduction
 - 10.1.1. Market Size Analysis and Y-o-Y Growth Analysis (%), By Distribution Channel
 - 10.1.2. Market Attractiveness Index, By Distribution Channel

10.2. Supermarkets/Hypermarkets*

10.2.1. Introduction

10.2.2. Market Size Analysis and Y-o-Y Growth Analysis (%)

10.3. Pharmacies and Drug Stores

10.4. Convenience Stores

10.5. Online Retailers

10.6. Other Distribution Channels

11. SUSTAINABILITY ANALYSIS

11.1. Environmental Analysis

11.2. Economic Analysis

11.3. Governance Analysis

12. COMPETITIVE LANDSCAPE

12.1. Competitive Scenario

12.2. Market Positioning/Share Analysis

12.3. Mergers and Acquisitions Analysis

13. COMPANY PROFILES

13.1. Procter & Gamble*

13.1.1. Company Overview

13.1.2. Product Portfolio and Description

13.1.3. Financial Overview

13.1.4. Key Developments

13.2. Church & Dwight Co., Inc.

13.3. NOW Health Group, Inc.

13.4. Pharmavite LLC

13.5. Jamieson Wellness Inc.

13.6. PanTheryx, Inc.

13.7. LoveBug Probiotics

13.8. EquiLife, Inc

13.9. DrFormulas

13.10. Vital Nutrients

13.11. ProHealth, Inc.

13.12. GU Energy Labs

13.13. The Clorox Company

- 13.14. Nutrabolics Inc.
- 13.15. BIOHM Health LLC
- 13.16. i-Health, Inc.
- 13.17. New Roots Herbal Inc.
- 13.18. Living Alchemy Ltd.
- 13.19. Organika Health Products
- 13.20. R&J Nutritionals O/A Vitatree (*LIST NOT EXHAUSTIVE)

14. APPENDIX

- 14.1. About Us and Services
- 14.2. Contact Us

I would like to order

Product name: US and Canada Food Supplement Market - 2023-2027

Product link: <https://marketpublishers.com/r/U5960A1028E9EN.html>

Price: US\$ 2,999.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/U5960A1028E9EN.html>