

Immune Health Supplements Market: Segmented By Ingredient type (Vitamins, Mineral, Herbal Botanical extracts, Probiotics, Amino Acids, Omega 3-fatty acids, Others); By Form (Soft Gels/ Capsules, Tablets, powder, liquids and others); By Source type (Plant-Based, Animal-Based); By Distribution Channel (Pharmacies and Drug stores, Hypermarket/Supermarket, Online stores, Specialty stores) and Region – Global Analysis of Market Size, Share & Trends for 2019 – 2020 and Forecasts to 2030

<https://marketpublishers.com/r/IA6F39DC3AD6EN.html>

Date: May 2024

Pages: 178

Price: US\$ 5,000.00 (Single User License)

ID: IA6F39DC3AD6EN

Abstracts

Product Overview

As customers grow more worried about their health, immunity care has become an important element of today's hectic lifestyle. Nutritional supplements are used by today's time-conscious customers, even those who maintain healthy, balanced diets.

Consumers all around the globe are feeling the need to strengthen their immune systems to prevent the negative consequences of infectious illnesses. Immune health supplements are essential for managing chronic diseases including diabetes, obesity, constipation, malabsorption, and indigestion. It also aids in the maintenance of a healthy lifestyle, the improvement of appetite and food intake, and the reduction of the danger of vitamin deficiencies and other health problems. Immune health supplements are advised for patients of all ages, including babies, adults, and geriatrics, who are at risk for diabetes, obesity, renal failure, chronic diseases, neurological diseases, and other illnesses.

Market Highlights

Global Immune Health Supplements Market is expected to project a notable CAGR of 6.65% in 2030.

Global Immune Health Supplements Market to surpass USD 30.93 billion by 2030 from USD 16.24 billion in 2020 at a CAGR of 6.65% in the coming years, i.e., 2020-30. The market is estimated to proliferate owing to the increasing awareness related to health matters, wellness trends, and changing routines. In addition, increasing trend of customized products based on health claims is predicted to fuel the growth of the market. Furthermore, the need for immunity-based health supplements is increasing as the population ages, in order to prevent or treat existing illnesses.

Recent highlights in the Global Immune Health Supplements Market

In February 2019, Swisse, Australian health, and wellness company has introduced Vitamin C+Manuka honey chewing tablets. Lemon and acerola cherry extracts are also included in the formula, which helps to boost the immune system.

In April 2020, Glycom, a major provider of Human Milk Oligosaccharides, has been acquired by Royal DSM, a global science-based corporation in nutrition, health, and sustainable living (HMOs). DSM aims to maintain its leadership in the early life nutrition and dietary supplement market with the help of this purchase.

Global Immune Health Supplements Market: Segments

Vitamins and minerals segment to grow with the highest CAGR during 2020-30

Global Immune health supplements market is divided by Ingredient type into Vitamins, Minerals, probiotics, Amino acids, Omega 3-fatty acids, and others. Among these Vitamins and Minerals held the largest share in the year 2020. The domination of vitamins and minerals in a plant-based health supplement contributes significantly to the segment's growth. The influence of COVID-19 has increased demand for vitamin C in the form of candies and chewable made from elderberry, cranberry, and other fruits, causing the market to expand even faster. The growing demand for plant-based Omega 3, the availability of herbal doses in powder and liquid forms, and the relevance of vegan claims in immune supplements are all elements that might propel the industry forward in the future years.

Hypermarkets and Supermarkets to grow with the highest CAGR during 2020-30

Under distribution, channel category Hypermarkets/ Supermarkets are held the largest share in 2020. In 2020, the supermarkets and hypermarkets category dominated, and this trend is projected to continue during the projection period. Immune health supplements are purchased from convenience stores in markets such as India, Indonesia, and Brazil, which contributes to the overall income creation.

Market Dynamics

Drivers

Increasing number of chronic cases

The overall immune health market is expected to develop at a significant rate due to the rising demand for health supplements to boost immunity. Additionally, the growing incidence of chronic illnesses throughout the world is a significant driver of market development during the projection period. The need for immune health supplements is likely to rise as the world's lifestyle disorders change.

Innovation & Formulation of Novel Immune Supplements

The rise of the dietary supplement market, as well as the expansion of commercial prospects for producers, has been fueled by innovation. Consumers are also being influenced to test these new revolutionary supplements by the introduction of new products with greater health advantages. In addition, the increased usage of novel and conventional components in supplement production is a significant role in the development of new creative dietary supplements.

Restraint

Lack of awareness about the immune healthy supplement

During the projected period, the lack of awareness about immune health supplements in various developing nations is expected to provide a challenge to the market expansion of immune health supplements.

Global Immune Health Supplements Market: Key Players

Alticor, Inc.

Company Overview, Business Strategy, Key Product Offerings, Financial Performance, Key Performance Indicators, Risk Analysis, Recent Development, Regional Presence, SWOT Analysis

Bayer AG

Biotech Pharmacal, Inc.

Cellderm Technologies Inc.

DuPont Nutrition & Health

EuroPharma, Inc

Glanbia PLC

Kerry Group PLC

Koninklijke DSM NV

Now Foods

Nutramax Laboratories, Inc.

Nutrigold, Inc.

Seroyal USA LLC

Global Immune Health Supplements Market: Regions

Global Immune Health Supplements Market is segmented based on regional analysis into five major regions. These include North America, Latin America, Europe, Asia Pacific, and Middle East, and Africa. Global Immune Health Supplements Market in North America held the largest market share in the year 2020. North America will continue to dominate the global Immune Health Supplements market owing to the region's well-developed healthcare system, along with the population's high disposable income. Additionally, increasing the paints and coating and pharmaceuticals industry in the region is the major factor propelling the market growth. Moreover, the rising aging population and increasing incidence of chronic diseases is anticipated to support the market.

Global Immune Health Supplements Market is further segmented by region into:
North America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United States and Canada

Latin America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – Mexico, Argentina, Brazil, and Rest of Latin America

Europe Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United Kingdom, France, Germany, Italy, Spain, Russia, and Rest of Europe

Asia Pacific Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – India, China, South Korea, Japan, Malaysia, Indonesia, Australia, and Rest of APAC

Middle East and Africa Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – Saudi Arabia, GCC, South Africa, and Rest of MENA

Global Immune Health Supplements Market report also contains analysis on:

Immune Health Supplements Segments:

By Ingredient type

Vitamins

Minerals

Herbal Botanical Extracts

Probiotics

Amino Acids

Omega 3-fatty acids

Others

By Form

Soft gels/ Capsules

Tablets

Powder

Liquids

Others

By Source Type

Plant-based

Animal-based

By Distribution Channel

Pharmacies and drug stores

Hypermarket/ Supermarket

Online stores

Specialty store

Others

Immune Health Supplements Market Dynamics

Immune Health Supplements Market Size

Supply & Demand

Current Trends/Issues/Challenges

Competition & Companies Involved in the Market

Value Chain of the Market

Market Drivers and Restraints

Immune Health Supplements Market Report Scope and Segmentation

Report Attribute Details

Market size value in 2020 USD 16.24 billion

Revenue forecast in 2030 USD 30.93 billion

Growth Rate CAGR of 6.65% from 2021 to 2030

Base year for estimation 2020

Quantitative units Revenue in USD billion and CAGR from 2021 to 2030

Report coverage

Revenue forecast, company ranking, competitive landscape, growth factors, and trends

Segments covered Ingredient type, Form, Source type, Distribution channel

Regional scope North America; Europe; Asia Pacific; Latin America; Middle East & Africa (MEA)

Key companies profiled Alticor, Inc., Bayer AG, Biotech Pharmacal Inc., Cellderm, Technologies Inc., DuPont Nutrition & Health, EuroPharma Inc, Glanbia PLC, Kerry Group PLC, Koninklijke DSM NV, Now Foods, Nutramax Laboratories, Inc., Nutrigold Inc., Seroyal USA LLC Other Prominent Players.

Frequently Asked Questions

How big is the Immune Health Supplements (EHR) market?

What is the Immune Health Supplements (EHR) market growth?

Which segment accounted for the largest Immune Health Supplements (EHR) market share?

Who are the key players in the Immune Health Supplements (EHR) market?

What are the factors driving the Immune Health Supplements (EHR) market?

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Consultant Recommendation

**The above-given segmentations and companies could be subjected to further modification based on in-depth feasibility studies conducted for the final deliverable.

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