

Anti-aging Supplements Market Size, Share & Trends Analysis Report By Ingredient (Collagen, Vitamins, Hyaluronic Acid, Minerals), By Formulation (Tablets, Powder, Capsules), By Application, By Distribution Channel, By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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Anti-aging Supplements Market Growth & Trends

The global anti-aging supplements market size is anticipated to reach USD 6.99 billion by 2030, growing at a CAGR of 7.7% from 2024 to 2030, according to a new report by Grand View Research, Inc. This is attributed to the growing geriatric population, health awareness, and societal emphasis on beauty.

The COVID-19 pandemic positively impacted the market due to the increasing health consciousness. With a focus on boosting immunity and overall well-being during the pandemic, demand for anti-aging supplements surged as part of preventative healthcare measures. The aging population significantly influences the anti-aging supplement market. According to the International Monetary Fund, the proportion of the global population aged 80 and above is projected to increase to nearly 5% from 2000 to 2050. Similarly, according to a study by the National Institutes of Health (NIH), the population of individuals aged 65 and over in America is expected to almost double in the next thirty years, rising from 48 million to 88 million by the year 2050.

Aging weakens the immune system, making older adults more susceptible to age-

related health concerns such as joint pain, cognitive decline, and skin aging. This demographic seeks solutions to maintain health and vitality as they age, driving demand for anti-aging supplements. In addition, the elderly population often prioritizes preventive healthcare measures to enhance their quality of life and extend their active years. Thus, the aging population serves as a key demographic driving the market growth. Moreover, lifestyle factors such as stress and environmental concerns also play a role. Furthermore, the growing demand for natural and organic products reflects changing consumer preferences, shaping the evolution of the market.

In addition, introducing innovative anti-aging supplement products into the market often stimulates growth within the overall anti-aging supplement market. New product launches offer consumers access to advanced formulations and targeted solutions for age-related concerns, expanding the market's reach and appeal. For instance, in December 2023, Reversal, a wellness company, launched a pure Nicotinamide Mononucleotide (NMN) anti-aging supplement. As consumer interest in preventative healthcare and longevity continues to rise, the introduction of novel anti-aging supplements fuels market growth by catering to evolving needs and preferences in the aging population.

However, the growing alternative approaches promoting strategies for healthy aging, such as lifestyle interventions such as diet, exercise, and stress management, are anticipated to hamper the market's growth over the forecast period.

Anti-aging Supplements Market Report Highlights

Based on ingredient, collagen dominated the market with a revenue share of 20.39% in 2023, driven by collagen's significant role in promoting skin elasticity, joint health, and overall well-being

Based on application, the hair, skin, and nail care segment held the largest revenue share in 2023 and is expected to grow at the fastest CAGR over the forecast period

In 2023, capsules dominated the formulation segment. The powder segment, on the other hand, is expected to grow at a significant CAGR over the forecast period.

In 2023, the offline distribution channel dominated the market. The online segment is expected to grow at a significant CAGR from 2024 to 2030.

North America dominated the market in 2023 with a share of 37.08%, driven by a combination of factors. Increasing health consciousness among consumers, coupled with a growing aging population, has fueled demand for products that support vitality and longevity

Asia Pacific is expected to grow at the fastest CAGR over the forecast period, primarily driven by the region's increasing aging population

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