

Asia Pacific Powder Dietary Supplements Market Size, Share & Trends Analysis Report By Ingredient (Vitamin, Minerals), By Type, By Application, By End-user, By Distribution Channel, By Country, And Segment Forecasts, 2025 - 2030

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Abstracts

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Market Size & Trends

The Asia Pacific powder dietary supplements market size was estimated at USD 9.35 billion in 2024 and is anticipated to grow at a CAGR of 12.3% from 2025 to 2030. Consumers in countries like China, Japan, South Korea, and India are becoming more proactive about their health and well-being, driving demand for convenient and versatile supplement formats like powders. This shift is particularly evident among younger demographics who are increasingly engaged in fitness and sports, seeking protein and energy-boosting powder options. The perception of these supplements as a preventative measure rather than simply a treatment is also gaining traction, further bolstering market expansion.

There is a growing preference for natural and organic ingredients as consumers become more discerning about product sourcing and composition. This demand extends to plant-based proteins and superfoods, reflecting a broader dietary shift towards healthier and more sustainable options. Moreover, convenient packaging formats, such as single-serve sachets, are gaining popularity, catering to busy lifestyles and on-the-go consumption. Furthermore, personalized nutrition is becoming a major driver as consumers seek powder dietary supplements tailored to their specific needs and goals. This translates to an increased interest in

products with specific formulations targeting areas such as gut health, immunity, and cognitive function. Besides, the rise of e-commerce channels significantly contributes to market growth, providing consumers greater access to a wider range of products and brands.

Beyond sports nutrition, the market is also seeing a rise in demand for specialized powder dietary supplements addressing specific health concerns. Categories such as immunity boosters, digestive health aids, and beauty-from-within supplements are gaining traction. Ingredients like collagen, probiotics, and various herbal extracts are becoming increasingly sought after. This trend reflects a broader shift towards personalized health and wellness, where consumers seek products that cater to their individual needs and specific health goals. The growing awareness of preventative healthcare and the desire to manage stress and improve overall well-being are also contributing to market growth.

The expanding middle class in many Asian countries leads to increased spending on health and wellness products. Furthermore, the rising prevalence of chronic diseases, such as diabetes and heart disease, is prompting individuals to proactively seek supplements as a preventative measure. The influence of social media and digital marketing campaigns from both local and international brands is creating awareness and driving consumer interest in these products. Moreover, government initiatives promoting healthy living and wellness indirectly foster growth within the dietary supplements sector.

Asia Pacific Power Dietary Supplements Market Report Segmentation

This report forecasts revenue growth at regional & country levels and provides an analysis of the industry trends in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the Asia Pacific powder dietary supplements market report based on ingredient, type, application, end-user, distribution channel, and country:

Ingredient Outlook (Revenue, USD Million, 2018 - 2030)

Vitamin

Multivitamin

Vitamin A

Vitamin B

Vitamin C

Vitamin D

Vitamin K

Vitamin E

Botanicals

Minerals

Calcium

Potassium

Magnesium

Iron

Zinc

Others

Proteins & Amin%li%Acids

Collagen

Others

Fibers & Specialty Carbohydrates

Omega Fatty Acids

Probiotics

Prebiotics & Postbiotics

Others

Type Outlook (Revenue, USD Million, 2018 - 2030)

OTC

Prescribed

Application Outlook (Revenue, USD Million, 2018 - 2030)

Energy & Weight Management

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

End-user Outlook (Revenue, USD Million, 2018 - 2030)

Adults

Millennials

Male

Female

Pregnant Women

Non-pregnant Women

Gen X

Male

Female

Pregnant Women

Non-pregnant Women

Gen Z

Male

Female

Pregnant Women

Non-pregnant Women

Boomers

Male

Female

Geriatric

Children

Infants

Distribution Channel Outlook (Revenue, USD Million, 2018 - 2030)

Offline

Hypermarkets/Supermarkets

Pharmacies

Specialty Stores

Practitioner

Others

Online

Amazon

Other Online Retail Stores

Ingredient-Application Outlook (Revenue, USD Million, 2018 - 2030)

Vitamin

Energy & Weight Management

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

Multivitamin

Energy & Weight Management

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

Vitamin A

Energy & Weight Management

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

Vitamin B

Energy & Weight Management

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

Vitamin C

Energy & Weight Management

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

Vitamin D

Energy & Weight Management

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

Vitamin K

Energy & Weight Management

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

Vitamin E

Energy & Weight Management

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

Botanicals

Energy & Weight Management

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

Minerals

Energy & Weight Management

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

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Sexual Health

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Insomnia

Menopause

Anti-aging

Prenatal Health

Others

Calcium

Energy & Weight Management

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Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

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Lungs Detox/Cleanse

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Sexual Health

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Insomnia

Menopause

Anti-aging

Prenatal Health

Others

Potassium

Energy & Weight Management

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

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Menopause

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Prenatal Health

Others

Magnesium

Energy & Weight Management

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Cardiac Health

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Lungs Detox/Cleanse

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Menopause

Anti-aging

Prenatal Health

Others

Iron

Energy & Weight Management

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

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Others

Proteins & Amin%li%Acids

Energy & Weight Management

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Diabetes

Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

Collagen

Energy & Weight Management

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Anti-cancer

Lungs Detox/Cleanse

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Menopause

Anti-aging

Prenatal Health

Others

Others

Energy & Weight Management

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Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

Country Outlook (Revenue, USD Million, 2018 - 2030)

China

Japan

India

South Korea

Australia & New Zealand

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Singapore

Indonesia

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