

Cardiovascular Health Supplements Market Size, Share & Trends Analysis Report By Type (Natural, Synthetic), By Form (Liquid, Tablet, Powder, Softgels), By Ingredient, By Distribution Channel (Offline, Online), By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Cardiovascular Health Supplements Market Growth & Trends

The global cardiovascular health supplements market size is expected to reach USD 16.72 billion by 2030, registering a CAGR of 8.6% from 2025 to 2030, according to a new report by Grand View Research, Inc. Factors such as rising awareness about healthcare, a growing population suffering from cholesterol, obesity, cardiovascular disease, and poor dietary habits are driving the demand for cardiovascular supplements over the forecast period. According to the World Heart Federation, every year globally approximately 4.4 million people die due to high cholesterol. Supplements like plant sterols or stanols can help lower LDL (bad) cholesterol levels by interfering with cholesterol absorption in the intestines. This can contribute to a lower risk of atherosclerosis (hardening of the arteries).

Consumers are becoming more interested in healthy diets and lifestyle modifications as they become more aware of high-quality foods that contribute to excellent well-being and include nutritional value. Obesity is becoming a growing concern for today's consumers, owing mostly to sedentary lifestyles and poor eating habits. As a result, there is an increased need for supplements that provide significant health benefits, thereby

contributing to the prevention of heart disease. Cardiovascular health supplements, in this way, meet consumer demand by delivering heart health support as well as other critical nutrients for general health.

One notable trend in the market is the increasing preference for natural and plant-based ingredients. Consumers are looking for products that are free from artificial additives and chemicals, such as supplements containing plant sterols and phytosterols. Omega-3 fatty acids, found in fish oil supplements, continue to be a popular choice for heart-related problems. Research has consistently shown their benefits in reducing the risk of heart disease. Moreover, personalized supplements are gaining traction, with companies offering tailored solutions based on individual health profiles and genetic factors. This trend allows consumers to address specific cardiovascular health needs more effectively.

Growing startups, investments, and funding by market players to expand their nutritional platforms are expected to drive market growth over the coming years. For instance, in December 2022, HealthKart raised a total of USD 135 million in funding led by Temasek. The funding helps the company to expand its online and offline presence worldwide.

Cardiovascular Health Supplements Market Report Highlights

The natural supplements segment held the largest market share of 69.7% in 2024 and is expected to grow at the fastest CAGR of 9.0% over the forecast period.

The omega fatty acids segment held the largest revenue share of 27.0% in 2024. Scientific research has consistently demonstrated the significant cardiovascular benefits of omega-3 fatty acids, particularly Eicosapentaenoic Acid (EPA) and Docosahexaenoic Acid (DHA).

The softgels segment held the largest share of 36.6% in 2024. Softgels are known for their ease of consumption and digestibility, making them a preferred choice for individuals seeking cardiovascular health support.

The offline segment held the largest market share of 70.7% in 2024. It includes brick-and-mortar stores, pharmacies, and health food stores, which offer consumers a physical location to explore and purchase health supplements.

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