

# **Europe Dietary Supplements Market Size, Share & Trends Analysis Report By Ingredients (Vitamin, Botanicals, Minerals), By Type (OTC), By Form (Tablets, Capsules, Softgels, Powder), By Application, By End User, By Distribution Channel, By Country, And Segment Forecasts, 2026 - 2033**

<https://marketpublishers.com/r/E1F5324C8A50EN.html>

Date: March 2026

Pages: 110

Price: US\$ 5,950.00 (Single User License)

ID: E1F5324C8A50EN

## **Abstracts**

The Europe dietary supplements market size was estimated at USD 49.39 billion in 2025 and is projected to reach USD 97.76 billion by 2033, growing at a CAGR of 9.0% from 2026 to 2033. Growing technological innovation in the nutraceuticals sector offers new opportunities for the dietary supplements market in Europe.

The Federation of European Nutrition Societies (FENS) funds and invests in various nutritional food and nutricosmetic businesses. The federation operates and nurtures the growth of such companies in 26 countries in the region.

The European Society for Clinical Nutrition and Metabolism (ESPEN) governs and offers grants for businesses in the nutrition sector, and also honors the best-performing organizations in the industry. Such initiatives have encouraged participants to develop highly beneficial, innovative products, thereby boosting the growth of the European dietary supplements industry.

Probiotic food supplements continue to contribute significantly to the growth of the Europe food supplements market. Many medical professionals in Europe recommend probiotic supplements for their various health benefits, including increased immunity.

The prevalence of lactose intolerance and obesity in Europe has further increased the

demand for probiotic health supplements. Probiotic supplements are increasingly consumed in the region by consumers with lactose intolerance, thereby contributing to the growth of the probiotics segment across other applications.

Across the European Union, a rapidly aging population is becoming a key structural driver of dietary supplement demand, as a growing proportion of consumers are over 60 and increasingly focused on maintaining mobility, immunity, and overall quality of life. Age-related physiological changes, along with behavioral and social factors, raise vulnerability to chronic conditions such as osteoporosis, cardiovascular diseases, joint problems, and cognitive decline, prompting greater reliance on preventive nutrition. As a result, supplements such as calcium, vitamin D, omega-3s, magnesium, and targeted formulations for heart, bone, and brain health are becoming part of daily health routines rather than occasional purchases.

This trend is clearly reflected in Germany, where around one in five adults is aged 65 or older, and the share of seniors is expected to keep rising. According to figures from the Max Rubner Institute National Nutrition Survey II and the KPRA Age Study, women aged 65–80 are the most active supplement users, with 54% of women and 34% of men in this age group regularly taking food supplements. Such high adoption among older adults highlights how demographic ageing directly expands the core consumer base and supports sustained, long-term growth in the European dietary supplements market.

In August 2025, IBSA Group launched orodispersible film food supplements containing iron, vitamin D3, and vitamin B12 using its patented FilmTec technology across new European markets, expanding its international presence with easy-to-take, precisely dosed formats.

## Europe Dietary Supplements Market Report Segmentation

This report forecasts revenue growth at the regional & country levels and provides an analysis of the latest trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the Europe dietary supplements market report based on ingredient, type, form, application, end user, distribution channel, product-form, form-end user, form-application, and region:

Ingredients Outlook (Revenue, USD Billion, 2021 - 2033)

Vitamins

Multivitamin

Vitamin A

Vitamin B

Vitamin C

Vitamin D

Vitamin K

Vitamin E

Botanicals

Minerals

Calcium

Potassium

Magnesium

Iron

Zinc

Others

Protein & Amino Acids

Collagen

Others

Fibers & Specialty Carbohydrates

Omega Fatty Acids

Probiotics

Prebiotics & Postbiotics

Others

Type Outlook (Revenue, USD Billion, 2021 - 2033)

OTC

Prescribed

Form Outlook (Revenue, USD Billion, 2021 - 2033)

Tablets

Capsules

Softgels

Powder

Gummies

Liquid

Others

Application Outlook (Revenue, USD Billion, 2021 - 2033)

Energy & Weight Management

General Health

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 Billion, 2021 - 2033)

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 Billion, 2021 - 2033)

Offline

Hypermarkets/Supermarkets

Pharmacies & Drug Stores

Specialty Stores

Practitioner

Others

Direct Sales (MLM)

D2C

Online

Amazon

Others

Product-Form Outlook (Revenue, USD Billion, 2021 - 2033)

Vitamin

Tablets

Capsules

Soft Gels

Powders

Gummies

Liquid

Others

Multivitamin

Tablets

Capsules

Soft Gels

Powders

Gummies

Liquid

Others

Vitamin A

Tablets

Capsules

Soft Gels

Powders

Gummies

Liquid

Others

Vitamin B

Tablets

Capsules

Soft Gels

Powders

Gummies

Liquid

Others

Vitamin C

Tablets

Capsules

Soft Gels

Powders

Gummies

Liquid

Others

Vitamin D

Tablets

Capsules

Soft Gels

Powders

Gummies

Liquid

Others

Vitamin K

Tablets

Capsules

Soft Gels

Powders

Gummies

Liquid

Others

Vitamin E

Tablets

Capsules

Soft Gels

Powders

Gummies

Liquid

Others

Mineral

Tablets

Capsules

Soft Gels

Powders

Gummies

Liquid

Others

Calcium

Tablets

Capsules

Soft Gels

Powders

Gummies

Liquid

Others

Potassium

Tablets

Capsules

Soft Gels

Powders

Gummies

Liquid

Others

Magnesium

Tablets

Capsules

Soft Gels

Powders

Gummies

Liquid

Others

Iron

Tablets

Capsules

Soft Gels

Powders

Gummies

Liquid

Others

Zinc

Tablets

Capsules

Soft Gels

Powders

Gummies

Liquid

Others

Others (selenium, chromium, copper)

Tablets

Capsules

Soft Gels

Powders

Gummies

Liquid

Others

Botanicals

Tablets

Capsules

Soft Gels

Powders

Gummies

Liquid

Others

Protein & amino acids

Tablets

Capsules

Soft Gels

Powders

Gummies

Liquid

Others

Collagen

Tablets

Capsules

Soft Gels

Powders

Gummies

Liquid

Others

Others

Tablets

Capsules

Soft Gels

Powders

Gummies

Liquid

Others

#### Fibers & Specialty Carbohydrates

Tablets

Capsules

Soft Gels

Powders

Gummies

Liquid

Others

#### Omega Fatty Acids

Tablets

Capsules

Soft Gels

Powders

Gummies

Liquid

Others

Probiotics

Tablets

Capsules

Soft Gels

Powders

Gummies

Liquid

Others

Prebiotics & Postbiotics

Tablets

Capsules

Soft Gels

Powders

Gummies

Liquid

Others

Others

Tablets

Capsules

Soft Gels

Powders

Gummies

Liquid

Others

Form-End User Outlook (Revenue, USD Billion, 2021 - 2033)

Tablets

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

Pregnant Women

Non-pregnant Women

Geriatric

Children

Infants

Capsules

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

Pregnant Women

Non-pregnant Women

Geriatric

Children

Infants

Softgels

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

Pregnant Women

Non-pregnant Women

Geriatric

Children

Infants

### Powders

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

Pregnant Women

Non-pregnant Women

Geriatric

Children

Infants

## Gummies

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

Pregnant Women

Non-pregnant Women

Geriatric

Children

Infants

Liquid

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

Pregnant Women

Non-pregnant Women

Geriatric

Children

Infants

Others

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

Pregnant Women

Non-pregnant Women

Geriatric

Children

Infants

Form-Application Outlook (Revenue, USD Billion, 2021 - 2033)

Tablets

Energy & Weight Management

General Health

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

## Capsules

Energy & Weight Management

General Health

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

### Softgels

Energy & Weight Management

General Health

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

Powders

Energy & Weight Management

General Health

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

## Gummies

Energy & Weight Management

General Health

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

Liquid

Energy & Weight Management

General Health

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

Others

## Energy & Weight Management

General Health

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

## Country Outlook (Revenue, USD Billion, 2021 - 2033)

Europe

Germany

UK

Spain

Italy

France

Poland

Russia

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