

Europe Nutraceuticals Market Size, Share & Trends Analysis Report By Product (Dietary Supplements, Functional Food, Functional Beverages, Infant Formula), By Application, By Distribution Channel (Offline, Online), By Country, And Segment Forecasts, 2025 - 2030

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Abstracts

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Europe Nutraceuticals Market Size & Trends

The Europe nutraceuticals market size was estimated at USD 131.9 billion in 2024 and is anticipated to grow at a CAGR of 6.9% from 2025 to 2030. The market growth is attributed to the growing focus on preventative health and overall well-being. Consumers are increasingly proactive about their health, seeking natural solutions to manage stress, boost energy, and support immune function. This trend is fueled by an aging population, rising healthcare costs, and greater access to health information through online sources. Specifically, demand is high for supplements like vitamins, minerals, and omega-3 fatty acids, often marketed for daily wellness and long-term health benefits. Beyond traditional formats, consumers are also drawn to functional foods and beverages fortified with nutrients that seamlessly integrate into their lifestyles, reflecting a desire for convenient and effective health solutions.

The escalating rates of obesity and digestive issues are major factors fueling the demand for nutraceuticals focused on weight management and digestive health. Consumers are looking for products that support healthy metabolism, manage appetite, and improve gut microbiome balance. This includes weight-loss supplements, appetite

suppressants, probiotic and prebiotic formulations, and dietary fibers. The preference for natural ingredients and less restrictive approaches to weight management, compared to conventional diets, is also a notable trend, driving innovation toward products that support overall digestive wellness rather than solely focusing on weight loss. Consumers are also becoming more aware of how the gut microbiome impacts their health, resulting in a more nuanced approach to digestive health.

The demand for sports nutrition nutraceuticals is experiencing robust growth, driven by the expanding fitness culture and a heightened focus on athletic performance at both amateur and professional levels. The demand for protein powders, energy bars, and specialized supplements aimed at muscle building, recovery, and endurance is continuously rising. Moreover, there's a growing interest in plant-based protein sources and personalized nutrition plans tailored to individual fitness goals. Social media influencers and fitness communities play a crucial role in promoting these products, shaping consumer preferences, and fostering a community-driven consumption pattern within this segment. The trend toward clean labels and natural ingredients further reinforces consumer confidence and drives product innovation.

The growing awareness of the link between diet and cognitive function is fueling demand for nutraceuticals targeting brain health and mental performance. Products containing nutrients like omega-3 fatty acids, B vitamins, and antioxidants are gaining popularity for their purported ability to enhance focus, memory, and overall cognitive function. Moreover, the 'beauty from within' concept is driving the consumption of collagen peptides, antioxidants, and vitamins that are claimed to support healthy skin, hair, and nails. Furthermore, consumers are increasingly seeing supplements as part of a holistic beauty routine, and this is creating a strong demand for products that address specific beauty concerns from the inside out.

Technological advancements are significantly influencing the Europe nutraceuticals industry, especially in terms of improved product delivery and efficacy. Innovations in areas like nanoencapsulation and liposomal technology are gaining traction, allowing for better absorption and bioavailability of active ingredients. This means that smaller doses of nutrients can have a greater impact, addressing consumer concerns about product effectiveness. Moreover, the growth in research and development surrounding probiotics and prebiotics, with an advanced understanding of gut health, is leading to more targeted and effective formulations for digestive health and overall immunity. These technologies are not only improving existing products but also opening doors for new, innovative applications in areas like cognitive health and beauty from within.

Europe Nutraceuticals Market Report Segmentation

This report forecasts revenue growth at country levels and provides an analysis of the industry trends in each of the sub-segments from 2018 to 2030. For the purpose of this study, Grand View Research has segmented the Europe nutraceuticals market report based on product, application, distribution channel, and country:

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

Dietary Supplements

Tablets

Vitamin

Multivitamin

Vitamin A

Vitamin B

Vitamin C

Vitamin D

Vitamin K

Vitamin E

Botanicals

Minerals

Calcium

Potassium

Magnesium

Iron

Zinc

Others

Proteins & Amino Acids

Collagen

Others

Fibers & Specialty Carbohydrates

Omega Fatty Acids

Probiotics

Prebiotics & Postbiotics

Others

Capsules

Vitamin

Multivitamin

Vitamin A

Vitamin B

Vitamin C

Vitamin D

Vitamin K

Vitamin E

Botanicals

Minerals

Calcium

Potassium

Magnesium

Iron

Zinc

Others

Proteins & Amino Acids

Collagen

Others

Fibers & Specialty Carbohydrates

Omega Fatty Acids

Probiotics

Prebiotics & Postbiotics

Others

Soft Gels

Vitamin

Multivitamin

Vitamin A

Vitamin B

Vitamin C

Vitamin D

Vitamin K

Vitamin E

Botanicals

Minerals

Calcium

Potassium

Magnesium

Iron

Zinc

Others

Proteins & Amino Acids

Collagen

Others

Fibers & Specialty Carbohydrates

Omega Fatty Acids

Probiotics

Prebiotics & Postbiotics

Others

Powders

Vitamin

Multivitamin

Vitamin A

Vitamin B

Vitamin C

Vitamin D

Vitamin K

Vitamin E

Botanicals

Minerals

Calcium

Potassium

Magnesium

Iron

Zinc

Others

Proteins & Amino Acids

Collagen

Others

Fibers & Specialty Carbohydrates

Omega Fatty Acids

Probiotics

Prebiotics & Postbiotics

Others

Gummies

Vitamin

Multivitamin

Vitamin A

Vitamin B

Vitamin C

Vitamin D

Vitamin K

Vitamin E

Botanicals

Minerals

Calcium

Potassium

Magnesium

Iron

Zinc

Others

Proteins & Amino Acids

Collagen

Others

Fibers & Specialty Carbohydrates

Omega Fatty Acids

Probiotics

Prebiotics & Postbiotics

Others

Liquid

Vitamin

Multivitamin

Vitamin A

Vitamin B

Vitamin C

Vitamin D

Vitamin K

Vitamin E

Botanicals

Minerals

Calcium

Potassium

Magnesium

Iron

Zinc

Others

Proteins & Amino Acids

Collagen

Others

Fibers & Specialty Carbohydrates

Omega Fatty Acids

Probiotics

Prebiotics & Postbiotics

Others

Others

Vitamin

Multivitamin

Vitamin A

Vitamin B

Vitamin C

Vitamin D

Vitamin K

Vitamin E

Botanicals

Minerals

Calcium

Potassium

Magnesium

Iron

Zinc

Others

Proteins & Amino Acids

Collagen

Others

Fibers & Specialty Carbohydrates

Omega Fatty Acids

Probiotics

Prebiotics & Postbiotics

Others

Functional Food

Vegetable and Seed Oil

Sweet Biscuits, Snack Bars and Fruit Snacks

Dairy

Baby Food

Breakfast Cereals

Others

Functional Beverages

Energy drink

Sports drink

Others

Infant Formula

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

Allergy & Intolerance

Healthy Ageing

Bone & Joint Health

Cancer Prevention

Children's Health

Cognitive Health

Diabetes

Digestive / Gut Health

Energy & Endurance

Eye Health

Heart Health

Immune System

Infant Health

Inflammation

Maternal Health

Men's Health

Nutricosmetics

Oral Care

Personalised Nutrition

Post Pregnancy Health

Sexual Health

Skin Health

Sports Nutrition

Weight Management & Satiety

Women's Health

Others

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

Offline

Supermarkets & Hypermarkets

Pharmacies

Specialty Stores

Practitioner

Grocery Stores

Others

Online

Amazon

Other Online Retail Stores

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

UK

Germany

France

Italy

Spain

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 - 5.4.7.2.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
 - 5.4.7.2.2. Multivitamin
 - 5.4.7.2.2.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

- 5.4.7.2.3. Vitamin A
 - 5.4.7.2.3.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
- 5.4.7.2.4. Vitamin B
 - 5.4.7.2.4.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
- 5.4.7.2.5. Vitamin C
 - 5.4.7.2.5.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
- 5.4.7.2.6. Vitamin D
 - 5.4.7.2.6.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
- 5.4.7.2.7. Vitamin K
 - 5.4.7.2.7.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
- 5.4.7.2.8. Vitamin E
 - 5.4.7.2.8.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
- 5.4.7.3. Botanicals
 - 5.4.7.3.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
- 5.4.7.4. Minerals
 - 5.4.7.4.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
 - 5.4.7.4.2. Calcium
 - 5.4.7.4.2.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
 - 5.4.7.4.3. Potassium
 - 5.4.7.4.3.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
 - 5.4.7.4.4. Magnesium
 - 5.4.7.4.4.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
 - 5.4.7.4.5. Iron
 - 5.4.7.4.5.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
 - 5.4.7.4.6. Zinc
 - 5.4.7.4.6.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
 - 5.4.7.4.7. Others
 - 5.4.7.4.7.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
- 5.4.7.5. Proteins & Amino Acids
 - 5.4.7.5.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
 - 5.4.7.5.2. Collagen
 - 5.4.7.5.2.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
 - 5.4.7.5.3. Others
 - 5.4.7.5.3.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
- 5.4.7.6. Fibers & Specialty Carbohydrates
 - 5.4.7.6.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
- 5.4.7.7. Omega Fatty Acids
 - 5.4.7.7.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
- 5.4.7.8. Probiotics

5.4.7.8.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.4.7.9. Prebiotics & Postbiotics

5.4.7.9.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.4.7.10. Others

5.4.7.10.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.4.8. Others

5.4.8.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.4.8.2. Vitamin

5.4.8.2.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.4.8.2.2. Multivitamin

5.4.8.2.2.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.4.8.2.3. Vitamin A

5.4.8.2.3.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.4.8.2.4. Vitamin B

5.4.8.2.4.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.4.8.2.5. Vitamin C

5.4.8.2.5.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.4.8.2.6. Vitamin D

5.4.8.2.6.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.4.8.2.7. Vitamin K

5.4.8.2.7.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.4.8.2.8. Vitamin E

5.4.8.2.8.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.4.8.3. Botanicals

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5.4.8.4. Minerals

5.4.8.4.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.4.8.4.2. Calcium

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5.4.8.4.3. Potassium

5.4.8.4.3.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.4.8.4.4. Magnesium

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5.4.8.4.5. Iron

5.4.8.4.5.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.4.8.4.6. Zinc

5.4.8.4.6.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.4.8.4.7. Others

5.4.8.4.7.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.4.8.5. Proteins & Amino Acids

5.4.8.5.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.4.8.5.2. Collagen

5.4.8.5.2.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.4.8.5.3. Others

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5.4.8.7.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.4.8.8. Probiotics

5.4.8.8.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.4.8.9. Prebiotics & Postbiotics

5.4.8.9.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.4.8.10. Others

5.4.8.10.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.5. Functional Food

5.5.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.5.2. Vegetable and Seed Oil

5.5.2.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.5.3. Sweet Biscuits, Snack Bars and Fruit Snacks

5.5.3.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.5.4. Dairy

5.5.4.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.5.5. Baby Food

5.5.5.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.5.6. Breakfast Cereals

5.5.6.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.5.7. Others

5.5.7.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.6. Functional Beverages

5.6.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.6.2. Energy drink

5.6.2.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.6.3. Sports drink

5.6.3.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.6.4. Others

5.6.4.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.7. Infant Formula

5.7.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

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