

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

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Abstracts

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Market Size & Trends

The Europe powder dietary supplements market size was estimated at USD 6.62 billion in 2024 and is anticipated to grow at a CAGR of 10.4% from 2025 to 2030. A prominent driver is the escalating consumer focus on health and wellness, with individuals increasingly seeking convenient and personalized nutritional solutions. Powders, offering flexible dosages and ease of mixing into various beverages, perfectly cater to this demand. Furthermore, the rising popularity of fitness and athletic activities across Europe is propelling the need for protein-rich and performance-enhancing powders. This trend is particularly strong amongst younger demographics actively engaged in sports and exercise. The demand is also being amplified by the growing awareness of specific health concerns, leading to higher consumption of supplements targeting areas like immune support, gut health, and weight management, often available in convenient powder format.

Consumers are actively exploring vegan and vegetarian options, often turning to plant-based protein powders and other botanical blends to ensure they meet their nutritional requirements. This trend extends beyond dedicated vegetarians,

encompassing 'flexitarians' who are consciously reducing their meat intake. The demand for transparency and clean labeling is also a major factor, pushing manufacturers to develop products with natural, organic ingredients and clear ingredient lists, free from artificial additives and preservatives. This increasingly health-conscious consumer base is scrutinizing product information with a sharp eye, driving demand for trustworthy and reputable brands.

The convenience factor of powder supplements is a major draw for today's busy lifestyles. Powders can be easily incorporated into smoothies, shakes, and other beverages, making them a practical choice for on-the-go consumption. This is especially appealing to urban populations and individuals with demanding work schedules who prioritize quick and effective ways to maintain their wellness. The development of innovative flavor profiles and product formulations, including functional blends targeting specific needs, is further expanding the appeal of the powder format. As manufacturers continue to innovate with taste and texture, they are attracting a wider consumer base beyond just the health-focused demographic.

Besides, the e-commerce boom has significantly impacted on the entire dietary supplements market, and the powder sector is no exception. The accessibility and convenience of online shopping, coupled with the ability to compare products and read customer reviews, has empowered consumers to make informed purchasing decisions. This trend has also allowed smaller, niche brands to gain traction by targeting specific segments of the market that are often underserved by traditional retailers. Furthermore, the increasing influence of social media platforms and health influencers is playing a crucial role in driving awareness and adoption of powdered supplements, shaping consumer preferences, and contributing to overall market growth in Europe.

Europe Powder 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 Europe powder dietary supplements market report on the basis of ingredient, type, application, end user, distribution channel, ingredient-application, 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

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Menopause

Anti-aging

Prenatal Health

Others

Botanicals

Energy & Weight Management

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

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Anti-cancer

Lungs Detox/Cleanse

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Sexual Health

Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

Minerals

Energy & Weight Management

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Calcium

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Immunity

Cardiac Health

Diabetes

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Lungs Detox/Cleanse

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Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

Potassium

Energy & Weight Management

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

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Lungs Detox/Cleanse

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Brain/Mental Health

Insomnia

Menopause

Anti-aging

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Others

Magnesium

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Menopause

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Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

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

Germany

France

Italy

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 - 10.2.20.6. Diabetes
 - 10.2.20.7. Anti-cancer
 - 10.2.20.8. Lungs Detox/Cleanse

- 10.2.20.9. Skin/ Hair/ Nails
- 10.2.20.10. Sexual Health
- 10.2.20.11. Brain/Mental Health
- 10.2.20.12. Insomnia
- 10.2.20.13. Menopause
- 10.2.20.14. Anti-aging
- 10.2.20.15. Prenatal Health
- 10.2.20.16. Others
- 10.2.21. Vitamin D
 - 10.2.21.1. Energy & Weight Management
 - 10.2.21.2. Bone & Joint Health
 - 10.2.21.3. Gastrointestinal Health
 - 10.2.21.4. Immunity
 - 10.2.21.5. Cardiac Health
 - 10.2.21.6. Diabetes
 - 10.2.21.7. Anti-cancer
 - 10.2.21.8. Lungs Detox/Cleanse
 - 10.2.21.9. Skin/ Hair/ Nails
 - 10.2.21.10. Sexual Health
 - 10.2.21.11. Brain/Mental Health
 - 10.2.21.12. Insomnia
 - 10.2.21.13. Menopause
 - 10.2.21.14. Anti-aging
 - 10.2.21.15. Prenatal Health
 - 10.2.21.16. Others
- 10.2.22. Vitamin K
 - 10.2.22.1. Energy & Weight Management
 - 10.2.22.2. Bone & Joint Health
 - 10.2.22.3. Gastrointestinal Health
 - 10.2.22.4. Immunity
 - 10.2.22.5. Cardiac Health
 - 10.2.22.6. Diabetes
 - 10.2.22.7. Anti-cancer
 - 10.2.22.8. Lungs Detox/Cleanse
 - 10.2.22.9. Skin/ Hair/ Nails
 - 10.2.22.10. Sexual Health
 - 10.2.22.11. Brain/Mental Health
 - 10.2.22.12. Insomnia
 - 10.2.22.13. Menopause

- 10.2.22.14. Anti-aging
- 10.2.22.15. Prenatal Health
- 10.2.22.16. Others
- 10.2.23. Vitamin E
 - 10.2.23.1. Energy & Weight Management
 - 10.2.23.2. Bone & Joint Health
 - 10.2.23.3. Gastrointestinal Health
 - 10.2.23.4. Immunity
 - 10.2.23.5. Cardiac Health
 - 10.2.23.6. Diabetes
 - 10.2.23.7. Anti-cancer
 - 10.2.23.8. Lungs Detox/Cleanse
 - 10.2.23.9. Skin/ Hair/ Nails
 - 10.2.23.10. Sexual Health
 - 10.2.23.11. Brain/Mental Health
 - 10.2.23.12. Insomnia
 - 10.2.23.13. Menopause
 - 10.2.23.14. Anti-aging
 - 10.2.23.15. Prenatal Health
 - 10.2.23.16. Others
- 10.3. Botanicals
 - 10.3.1. Energy & Weight Management
 - 10.3.2. Bone & Joint Health
 - 10.3.3. Gastrointestinal Health
 - 10.3.4. Immunity
 - 10.3.5. Cardiac Health
 - 10.3.6. Diabetes
 - 10.3.7. Anti-cancer
 - 10.3.8. Lungs Detox/Cleanse
 - 10.3.9. Skin/ Hair/ Nails
 - 10.3.10. Sexual Health
 - 10.3.11. Brain/Mental Health
 - 10.3.12. Insomnia
 - 10.3.13. Menopause
 - 10.3.14. Anti-aging
 - 10.3.15. Prenatal Health
 - 10.3.16. Others
- 10.4. Minerals
 - 10.4.1. Energy & Weight Management

- 10.4.2. Bone & Joint Health
- 10.4.3. Gastrointestinal Health
- 10.4.4. Immunity
- 10.4.5. Cardiac Health
- 10.4.6. Diabetes
- 10.4.7. Anti-cancer
- 10.4.8. Lungs Detox/Cleanse
- 10.4.9. Skin/ Hair/ Nails
- 10.4.10. Sexual Health
- 10.4.11. Brain/Mental Health
- 10.4.12. Insomnia
- 10.4.13. Menopause
- 10.4.14. Anti-aging
- 10.4.15. Prenatal Health
- 10.4.16. Others
- 10.4.17. Calcium
 - 10.4.17.1. Energy & Weight Management
 - 10.4.17.2. Bone & Joint Health
 - 10.4.17.3. Gastrointestinal Health
 - 10.4.17.4. Immunity
 - 10.4.17.5. Cardiac Health
 - 10.4.17.6. Diabetes
 - 10.4.17.7. Anti-cancer
 - 10.4.17.8. Lungs Detox/Cleanse
 - 10.4.17.9. Skin/ Hair/ Nails
 - 10.4.17.10. Sexual Health
 - 10.4.17.11. Brain/Mental Health
 - 10.4.17.12. Insomnia
 - 10.4.17.13. Menopause
 - 10.4.17.14. Anti-aging
 - 10.4.17.15. Prenatal Health
 - 10.4.17.16. Others
- 10.4.18. Potassium
 - 10.4.18.1. Energy & Weight Management
 - 10.4.18.2. Bone & Joint Health
 - 10.4.18.3. Gastrointestinal Health
 - 10.4.18.4. Immunity
 - 10.4.18.5. Cardiac Health
 - 10.4.18.6. Diabetes

- 10.4.18.7. Anti-cancer
- 10.4.18.8. Lungs Detox/Cleanse
- 10.4.18.9. Skin/ Hair/ Nails
- 10.4.18.10. Sexual Health
- 10.4.18.11. Brain/Mental Health
- 10.4.18.12. Insomnia
- 10.4.18.13. Menopause
- 10.4.18.14. Anti-aging
- 10.4.18.15. Prenatal Health
- 10.4.18.16. Others
- 10.4.19. Magnesium
 - 10.4.19.1. Energy & Weight Management
 - 10.4.19.2. Bone & Joint Health
 - 10.4.19.3. Gastrointestinal Health
 - 10.4.19.4. Immunity
 - 10.4.19.5. Cardiac Health
 - 10.4.19.6. Diabetes
 - 10.4.19.7. Anti-cancer
 - 10.4.19.8. Lungs Detox/Cleanse
 - 10.4.19.9. Skin/ Hair/ Nails
 - 10.4.19.10. Sexual Health
 - 10.4.19.11. Brain/Mental Health
 - 10.4.19.12. Insomnia
 - 10.4.19.13. Menopause
 - 10.4.19.14. Anti-aging
 - 10.4.19.15. Prenatal Health
 - 10.4.19.16. Others
- 10.4.20. Iron
 - 10.4.20.1. Energy & Weight Management
 - 10.4.20.2. Bone & Joint Health
 - 10.4.20.3. Gastrointestinal Health
 - 10.4.20.4. Immunity
 - 10.4.20.5. Cardiac Health
 - 10.4.20.6. Diabetes
 - 10.4.20.7. Anti-cancer
 - 10.4.20.8. Lungs Detox/Cleanse
 - 10.4.20.9. Skin/ Hair/ Nails
 - 10.4.20.10. Sexual Health
 - 10.4.20.11. Brain/Mental Health

- 10.4.20.12. Insomnia
- 10.4.20.13. Menopause
- 10.4.20.14. Anti-aging
- 10.4.20.15. Prenatal Health
- 10.4.20.16. Others
- 10.4.21. Zinc
 - 10.4.21.1. Energy & Weight Management
 - 10.4.21.2. Bone & Joint Health
 - 10.4.21.3. Gastrointestinal Health
 - 10.4.21.4. Immunity
 - 10.4.21.5. Cardiac Health
 - 10.4.21.6. Diabetes
 - 10.4.21.7. Anti-cancer
 - 10.4.21.8. Lungs Detox/Cleanse
 - 10.4.21.9. Skin/ Hair/ Nails
 - 10.4.21.10. Sexual Health
 - 10.4.21.11. Brain/Mental Health
 - 10.4.21.12. Insomnia
 - 10.4.21.13. Menopause
 - 10.4.21.14. Anti-aging
 - 10.4.21.15. Prenatal Health
 - 10.4.21.16. Others
- 10.4.22. Others
 - 10.4.22.1. Energy & Weight Management
 - 10.4.22.2. Bone & Joint Health
 - 10.4.22.3. Gastrointestinal Health
 - 10.4.22.4. Immunity
 - 10.4.22.5. Cardiac Health
 - 10.4.22.6. Diabetes
 - 10.4.22.7. Anti-cancer
 - 10.4.22.8. Lungs Detox/Cleanse
 - 10.4.22.9. Skin/ Hair/ Nails
 - 10.4.22.10. Sexual Health
 - 10.4.22.11. Brain/Mental Health
 - 10.4.22.12. Insomnia
 - 10.4.22.13. Menopause
 - 10.4.22.14. Anti-aging
 - 10.4.22.15. Prenatal Health
 - 10.4.22.16. Others

- 10.5. Proteins & Amino Acids
 - 10.5.1. Energy & Weight Management
 - 10.5.2. Bone & Joint Health
 - 10.5.3. Gastrointestinal Health
 - 10.5.4. Immunity
 - 10.5.5. Cardiac Health
 - 10.5.6. Diabetes
 - 10.5.7. Anti-cancer
 - 10.5.8. Lungs Detox/Cleanse
 - 10.5.9. Skin/ Hair/ Nails
 - 10.5.10. Sexual Health
 - 10.5.11. Brain/Mental Health
 - 10.5.12. Insomnia
 - 10.5.13. Menopause
 - 10.5.14. Anti-aging
 - 10.5.15. Prenatal Health
 - 10.5.16. Others
 - 10.5.17. Collagen
 - 10.5.17.1. Energy & Weight Management
 - 10.5.17.2. Bone & Joint Health
 - 10.5.17.3. Gastrointestinal Health
 - 10.5.17.4. Immunity
 - 10.5.17.5. Cardiac Health
 - 10.5.17.6. Diabetes
 - 10.5.17.7. Anti-cancer
 - 10.5.17.8. Lungs Detox/Cleanse
 - 10.5.17.9. Skin/ Hair/ Nails
 - 10.5.17.10. Sexual Health
 - 10.5.17.11. Brain/Mental Health
 - 10.5.17.12. Insomnia
 - 10.5.17.13. Menopause
 - 10.5.17.14. Anti-aging
 - 10.5.17.15. Prenatal Health
 - 10.5.17.16. Others
 - 10.5.18. Others
 - 10.5.18.1. Energy & Weight Management
 - 10.5.18.2. Bone & Joint Health
 - 10.5.18.3. Gastrointestinal Health
 - 10.5.18.4. Immunity

- 10.5.18.5. Cardiac Health
- 10.5.18.6. Diabetes
- 10.5.18.7. Anti-cancer
- 10.5.18.8. Lungs Detox/Cleanse
- 10.5.18.9. Skin/ Hair/ Nails
- 10.5.18.10. Sexual Health
- 10.5.18.11. Brain/Mental Health
- 10.5.18.12. Insomnia
- 10.5.18.13. Menopause
- 10.5.18.14. Anti-aging
- 10.5.18.15. Prenatal Health
- 10.5.18.16. Others
- 10.6. Fibers & Specialty Carbohydrates
 - 10.6.1. Energy & Weight Management
 - 10.6.2. Bone & Joint Health
 - 10.6.3. Gastrointestinal Health
 - 10.6.4. Immunity
 - 10.6.5. Cardiac Health
 - 10.6.6. Diabetes
 - 10.6.7. Anti-cancer
 - 10.6.8. Lungs Detox/Cleanse
 - 10.6.9. Skin/ Hair/ Nails
 - 10.6.10. Sexual Health
 - 10.6.11. Brain/Mental Health
 - 10.6.12. Insomnia
 - 10.6.13. Menopause
 - 10.6.14. Anti-aging
 - 10.6.15. Prenatal Health
 - 10.6.16. Others
- 10.7. Omega Fatty Acids
 - 10.7.1. Energy & Weight Management
 - 10.7.2. Bone & Joint Health
 - 10.7.3. Gastrointestinal Health
 - 10.7.4. Immunity
 - 10.7.5. Cardiac Health
 - 10.7.6. Diabetes
 - 10.7.7. Anti-cancer
 - 10.7.8. Lungs Detox/Cleanse
 - 10.7.9. Skin/ Hair/ Nails

- 10.7.10. Sexual Health
- 10.7.11. Brain/Mental Health
- 10.7.12. Insomnia
- 10.7.13. Menopause
- 10.7.14. Anti-aging
- 10.7.15. Prenatal Health
- 10.7.16. Others

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