

# Germany Powder Dietary Supplements Market Size, Share & Trends Analysis Report by Ingredient (Vitamin, Multivitamin, Botanicals, Minerals, Proteins & Amino Acids), By Type, By Application, By End User, By Distribution Channel, And Segment Forecasts, 2025 - 2030

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## Abstracts

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### Market Size & Trends

The Germany powder dietary supplements market size was estimated at USD 1,133.4 million in 2024 and is anticipated to grow at a CAGR of 10.8% over the forecast period. The market growth is attributed to the increasing consumer awareness of the importance of preventative healthcare and well-being. Germans are proactively seeking ways to enhance their health through nutrition, and powdered supplements offer a convenient and customizable way to address specific needs. This is particularly evident in the growing popularity of protein powders for fitness enthusiasts and athletes, as well as plant-based protein options that resonate with the increasing number of vegan and vegetarian consumers. Furthermore, the ease of incorporating powders into daily routines, whether blended into smoothies, sprinkled on food, or mixed with water, contributes to their appeal in a fast-paced lifestyle.

German consumers are highly sensitive about the ingredients they consume and are increasingly wary of artificial additives and preservatives. This translates into a strong preference for clean-label products with transparent sourcing and production processes. As a result, companies specializing in organic, non-GMO, and sustainably

sourced powders are gaining significant traction. This trend is also fueling the demand for functional powders targeted at specific health concerns, such as improved digestion, enhanced immunity, and better sleep, with a focus on plant-derived ingredients with proven efficacy.

Germany has a strong culture of fitness and sports participation, from amateur to professional levels. This has created a strong demand for protein powders, creatine, BCAAs (branched-chain amino acids), and pre-workout formulas in powdered form, due to their ease of mixing and consumption. The market also sees a rising trend of personalized nutrition, where individuals seek specific powder formulations to address unique fitness goals, recovery needs, or simply to optimize their daily nutrition intake. This personalization is further driven by increased access to fitness-tracking devices and health information, making consumers more aware of their individual needs.

The aging population in Germany is also a significant demand driver. As the population ages, so does the desire to maintain health and vitality, leading to increasing demand for supplements that support joint health, bone density, and cognitive function. Powder dietary supplements offer a palatable alternative to traditional pill formats for older adults who might struggle with swallowing tablets. This demographic, often possessing a higher disposable income, is also more willing to invest in premium supplement products, driving the demand for high-quality and research-backed formulations. This focus on healthy aging is creating a niche for specialized powder blends designed for the specific needs of the older population.

Online retailers provide wider access to a diverse range of products, empowering consumers to compare options, read reviews, and make informed purchasing decisions. Social media platforms, particularly those featuring health and wellness influencers, play a crucial role in shaping trends, educating consumers about the benefits of various supplements, and driving product awareness and demand. This digital landscape has both amplified the appeal of powder supplements and created more opportunities for smaller brands and niche players to reach their target audiences effectively in the Germany powder dietary supplements market.

## Germany Powder Dietary Supplements Market Report Segmentation

This report forecasts revenue growth at a country level 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 Germany powder dietary supplements market report on the basis of ingredient, type, application, end-user, distribution channel, and ingredient- application:

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

Germany Powder Dietary Supplements Market 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

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Immunity

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Vitamin C

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Immunity

Cardiac Health

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Anti-cancer

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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

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Cardiac Health

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Anti-cancer

Lungs Detox/Cleanse

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Menopause

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  - 10.2.19.15. Prenatal Health
  - 10.2.19.16. Others
- 10.2.20. Vitamin C
  - 10.2.20.1. Energy & Weight Management
  - 10.2.20.2. Bone & Joint Health
  - 10.2.20.3. Gastrointestinal Health
  - 10.2.20.4. Immunity
  - 10.2.20.5. Cardiac Health
  - 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

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