

Hangover Rehydration Supplements Market Size, Share & Trends Analysis Report By Product (Solution, Tablet/Capsule, Powder), By Distribution Channel (Offline, Online), By Region (North America, Europe, Asia Pacific), And Segment Forecasts, 2025 - 2030

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Abstracts

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Hangover Rehydration Supplements Market Growth & Trends

The global hangover rehydration supplements market size is expected to reach USD 5.32 billion by 2030, registering a CAGR of 12.0% from 2025 to 2030, according to a new report by Grand View Research, Inc. Increasing product visibility at pharmacy stores is a main factor driving demand for hangover rehydration supplements. In addition, growing awareness related to harmful effects of alcoholic drinks among people will boost demand for detox products in the coming years. Increasing consumption of alcoholic drinks in India, China, and Japan is expected to provide growth opportunity for the market from 2019 to 2025.

The solutions segment dominated the market, accounting for more than 71.0% share of the global revenue in 2024. The segment is expected to maintain its lead throughout the forecast period owing to increasing product visibility at pharmacy stores. The tablets/capsules segment held a major share in the market. Higher product visibility, coupled with increasing launch of tablets/capsules in U.S., India, and U.K., is anticipated to drive the segment over the forecast period.

The offline segment held the largest revenue share of the hangover rehydration supplements market in 2024. Increasing availability of hangover rehydration products at

various retail channels is driving the sale of these products through offline channels. However, The online segment is expected to experience the fastest market growth during the forecast period. Online channels provide regular drinking consumers with the convenience of stocking up on hangover rehydration supplements.

Asia Pacific dominated the market, accounting for more than 50.0% share of global revenue in 2024. The region is expected to maintain its lead throughout the forecast period. China hangover rehydration supplements market held the largest revenue share of the regional industry in 2024. The Europe hangover rehydration supplements market is anticipated to experience the fastest CAGR during the forecast period. The U.K. and Germany are the prominent markets in Europe due to availability of products such as Alka Seltzer, Berocca, and Blowfish, coupled with growing awareness among the consumers.

Hangover Rehydration Supplements Market Report Highlights

The solution segment dominated the global hangover rehydration supplements market based on product, with a revenue share of 71.0% in 2024.

The offline segment held the largest revenue share of the hangover rehydration supplements market in 2024.

The Asia Pacific hangover rehydration supplements industry dominated the global market, with a revenue share of 50.0% in 2024.

The Europe hangover rehydration supplements market is anticipated to experience the fastest CAGR during the forecast period.

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