

# Indonesia Dietary Supplements Market Size, Share & Trends Analysis Report By Product (Single - Ingredients, Multiple Ingredients/Blends), By Ingredient, By Application, By End-user, By Form, By Type, By Distribution Channel, And Segment Forecasts, 2026 - 2033

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## Abstracts

The Indonesia dietary supplements market size was estimated at USD 2.94 billion in 2025 and is projected to reach USD 6.43 billion by 2033, growing at a CAGR of 10.3% from 2026 to 2033. The growth can be attributed to the rising middle class with increasing disposable income, enabling consumers to prioritize health and wellness.

This is further amplified by a growing awareness of the preventative benefits of supplements, driven by health education campaigns and the influence of social media. Moreover, a shift toward natural and organic products is a prominent trend, with consumers actively seeking supplements derived from local, traditional ingredients like herbal extracts and traditional medicines, reflecting a cultural inclination toward natural remedies.

In recent years, Indonesia has experienced a significant shift in consumer attitudes toward health, nutrition, and wellness, a trend that strongly fuels demand for dietary supplements. The COVID-19 pandemic acted as a catalyst that dramatically accelerated this shift. Lockdowns, public health messaging, and greater awareness of immune health drove many Indonesians to re-evaluate their diets and supplement intake. The demand for health and wellness packaged foods and supplements surged as Indonesians sought to bolster immunity and ward off risks from lifestyle-related illnesses such as obesity, diabetes, and high cholesterol.

This growing willingness to embrace preventive and holistic wellness has also led to changes in consumption behavior. As per the DSGCP consumer survey, many consumers are transitioning from what they call the “supplements as medicine” mindset, buying only when ill or deficient, to “supplements as prevention,” where daily or regular supplement use becomes part of a proactive, long-term health management routine.

## Indonesia Dietary Supplements Market Report Segmentation

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

### Product Outlook (Revenue, USD Million, 2021 - 2033)

Single - ingredients

Multiple ingredients/blends

### Ingredient Outlook (Revenue, USD Million, 2021 - 2033)

Vitamin

Multivitamin

Vitamin A

Vitamin B

Vitamin C

Vitamin D

Vitamin K

Vitamin E

Botanicals

Minerals

Calcium

Potassium

Magnesium

Iron

Zinc

Others (selenium, chromium, copper)

Proteins & Amino Acids

Collagen

Others

Fibers & Specialty Carbohydrates

Omega Fatty Acids

Probiotics

Prebiotics & Postbiotics

Others

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

Tablets

Capsules

Soft Gels

Powders

Gummies

Liquid

Others

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

OTC

Prescribed

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

Offline

Hypermarkets/Supermarkets

Pharmacies

Specialty Stores

Practitioner

Others (D2C, MLM)

Online

Type-Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

OTC

Offline

Hypermarkets/Supermarkets

Pharmacies

Specialty Stores

Direct Sales (MLM)

D2C

Practitioner

Others

Online

Prescribed

Offline

Online

Type-Ingredients Outlook (Revenue, USD Million, 2021 - 2033)

OTC

Vitamins

Vitamin A

Vitamin B

Vitamin C

Vitamin D

Vitamin K

Vitamin E

Multivitamin

Botanicals

Minerals

Calcium

Potassium

Magnesium

Iron

Zinc

Others

Proteins & Amino Acids

Collagen

Others

Fibers & Specialty Carbohydrates

Omega Fatty Acids

Probiotics

Prebiotics & Postbiotics

Others

Prescribed

Vitamins

Vitamin A

Vitamin B

Vitamin C

Vitamin D

Vitamin K

Vitamin E

Multivitamin

Botanicals

Minerals

Calcium

Potassium

Magnesium

Iron

Zinc

Others

Proteins & Amino Acids

Collagen

Others

Fibers & Specialty Carbohydrates

Omega Fatty Acids

Probiotics

Prebiotics & Postbiotics

Others

Type-Form Outlook (Revenue, USD Million, 2021 - 2033)

OTC

Tablets

Capsules

Soft gels

Powders

Gummies

Liquids

Others

Prescribed

Tablets

Capsules

Soft gels

Powders

Gummies

Liquids

Others

## End User-Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

Adults

Millennials

OTC

Offline

Hypermarkets/Supermarkets

Pharmacies

Specialty Stores

Direct Sales (MLM)

D2C

Practitioner

Others

Online

Prescribed

Offline

Online

Gen X

OTC

Offline

Hypermarkets/Supermarkets

Pharmacies

Specialty Stores

Direct Sales (MLM)

D2C

Practitioner

Others

Online

Prescribed

Offline

Online

Gen Z

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Geriatric

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Offline

Hypermarkets/Supermarkets

Pharmacies

Specialty Stores

Direct Sales (MLM)

D2C

Practitioner

Others

Online

Prescribed

Offline

Online

Children

OTC

Offline

Hypermarkets/Supermarkets

Pharmacies

Specialty Stores

Direct Sales (MLM)

D2C

Practitioner

Others

Online

Prescribed

Offline

Online

Infants

OTC

Offline

Hypermarkets/Supermarkets

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Specialty Stores

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**This report can be delivered to the clients within 7 Business Days**

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##### 14.1.2.1. Vitamins

14.1.2.1.1. Vitamin A

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