

Men's Health Supplements Market Size, Share & Trends Analysis Report By Type (Sports Supplements, Reproductive Health Supplements), By Age Group, By Formulation, By Distribution Channel, By Region, And Segment Forecasts, 2023 - 2030

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Abstracts

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Men's Health Supplements Market Growth & Trends

The global men's health supplements market size is expected to reach USD 132.13 billion by 2030, according to a new report by Grand View Research, Inc. The market is estimated to register a CAGR of 9.70% from 2023 to 2030. Factors such as the changing lifestyle & stressful work environment along with rising age-related health concerns are projected to drive the market's growth. In addition, rising competition in the market owing to the high consumer demand and rising emphasis of market players to manufacture quality supplements is another vital factor propelling the growth.

Rising age-related concerns among men are one of the major factors bolstering the demand for health supplements. As men age, they face a number of issues such as hair thinning, cardiovascular issues, immunity issues, performance issues, and prostate health issues among others. Health supplements often address these underlying age-related issues and support vitality and overall well-being. Some of the most selling supplements for male health are ADAM Superior Men's Multivitamin and SmartyPants Men's Complete, among others.

Moreover, the surging trend of veganism across the globe is projected to benefit the plant-based supplementation products which are anticipated to fuel the demand for

plant-based dietary supplements over the forecast period. For instance, according to American Botanical Council, the retail sales of herbal supplements in the U.S. increased by 9.7% in the year 2021. The highest-selling herbal supplementation products in the U.S. were formulations containing elderberry, ashwagandha, and ginkgo which have a significant role in improving male health.

Furthermore, the high prevalence of lifestyle-associated disorders and robust demand for supplements to support normal body functions have facilitated novel product introductions and innovations. For instance, in October 2022 Pharmactive Biotech Products launched Liboost, an extract of *Turnera diffusa* to enhance sexual function in both women and men. The newly launched product is scientifically backed to boost sexual appetite and function.

Men's Health Supplements Market Report Highlights

Weight management supplements dominated the market in 2022 with a revenue share of 35.76%. This large share can be attributed to the rising cases of obesity and related health ailments such as diabetes, cardiovascular diseases (CVDs), and hypertension

Based on age group, the 31-45 segment was the largest revenue contributor for the industry with a share of 30.85% in 2022. The above 60 segment is expected to witness the fastest CAGR over the forecast period, owing to increasing life expectancy, rising awareness about wellbeing, and increasing disposable income

Based on formulation, the capsule segment dominated the market with a revenue share of 35.38% in 2022. The higher revenue share is attributed to the high number of products available in capsule form owing to its lower cost, high convenience, high shelf life, and greater patient compliance

Offline distribution channel segment dominated the global industry with a share of 74.35% in 2022, whereas the online segment is projected to register the highest CAGR during the projected period

Asia Pacific region dominated the global industry in 2022 with a revenue share of 37.78%, owing to the availability large patient pool and robust demand for supplements

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