

North America AREDS 2 Supplements Market Size, Share & Trends Analysis Report By Product (Capsules, Tablets, Soft Gels), By Distribution Channel, By Country, And Segment Forecasts, 2024 - 2030

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Abstracts

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North America AREDS 2 Supplements Market Growth & Trends

The North America AREDS 2 supplements market size is expected to reach USD 423.1 million by 2030, registering a CAGR of 6.1% from 2024 to 2030, according to a new report by Grand View Research, Inc. The North America AREDS 2 supplements market is experiencing significant growth, driven by a combination of health trends, demographic shifts, and technological advancements. At the forefront of this growth is the increasing prevalence of chronic eye diseases, particularly Age-related Macular Degeneration (AMD). The AREDS 2 formula, which includes specific dosages of zinc, lutein, zeaxanthin, and various vitamins, has shown promising results in reducing the risk of disease progression and preserving functional vision, making it a go-to choice for those at risk or already affected by AMD.

Awareness about eye health and the benefits of supplements like AREDS 2 has grown substantially in recent years. This increased awareness, coupled with the widespread availability of these supplements over-the-counter and through various sales channels, including online platforms, has significantly boosted market growth. The COVID-19 pandemic has further accelerated this trend, with a notable increase in internet sales of eye health supplements. This shift in consumer behavior has made these products more accessible to a broader audience, contributing to the market's expansion.

Product innovation and new launches are playing a crucial role in driving the market forward. Companies in the sector are continuously developing new formulations to meet evolving consumer needs. For instance, in May 2024, EyePromise, a leading nutraceutical company specializing in eye health, unveiled the latest enhancements to its extensive nutritional program tailored for eyecare practices. Focused on innovation and enhancement, EyePromise has enhanced its AREDS 2-based products. These scientifically backed formulas will now be branded as Macular Health and Macular Health Complete.

North America AREDS 2 Supplements Market Report Highlights

North America AREDS 2 soft gels market accounted for a share of over 49% of the North Americas revenues in 2023. This innovative two-in-one soft gel addresses the needs of the aging population who are managing both age-related macular degeneration (AMD) and heart disease, offering a convenient solution that simplifies their supplement regimen. Leading companies are enhancing their product offerings with soft gels, which are favored for their ease of swallowing, precise dosage, and better absorption

The sales of North America AREDS 2 supplements through online distribution channels are projected to grow at a CAGR of 6.9% from 2024 to 2030. AREDS 2 supplements offered by most companies are available through Amazon, providing an online shopping option for those who prefer digital convenience. Companies prefer a multi-channel approach to enhance product availability and meet the diverse purchasing preferences of North American consumers. The COVID-19 pandemic further accelerated the shift towards online shopping as consumers prioritize health and safety

The AREDS 2 supplements market in the U.S. is projected to grow at a CAGR of 6.3% from 2024 to 2030. The market for AREDS 2 supplements in the U.S. is primarily driven by the growing awareness of age-related macular degeneration (AMD)

and the desire for preventative measures among the aging population. AMD is a leading cause of vision loss among older adults, making it a significant public health concern

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