

North America OTC Health Products Market Size, Share & Trends Analysis By Application (Digestive Health, Women's Health), By Form (Liquid, Gummies), By Product, By Demography, By Distribution Channel, And Segment Forecasts, 2025 - 2030

<https://marketpublishers.com/r/NEDE10B5E65DEN.html>

Date: October 2024

Pages: 100

Price: US\$ 5,950.00 (Single User License)

ID: NEDE10B5E65DEN

Abstracts

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North America OTC Health Products Market Growth & Trends

The North America OTC health products market size is expected to reach USD 106.61 billion by 2030, expanding at a CAGR of 6.15% from 2025 to 2030, according to a new report by Grand View Research, Inc. Rising consumer awareness and increasing consumer willingness to spend on nutritional supplements, the increasing prevalence of lifestyle diseases including obesity & diabetes, rise in disposable income, and an increase in the number of distribution channels for OTC products are some of the key factors driving growth. Consumers are increasingly realizing the benefits of nutritional supplements, which help them sustain a healthy lifestyle, thereby positively impacting the market growth. According to the National Institute of Health, Americans spend around USD 2.1 billion annually on weight-loss dietary supplements, usually in the form of pills.

The emergence of e-commerce has led to increased accessibility to dietary and nutritional supplements. Apart from the online channels, companies such as General Nutrition Centers, Inc.; Walmart; and Vitamin Shoppe are some of the major retail outlets. Thus, the easy availability of these products will provide growth opportunities to key players in this space. Moreover, shifting consumer preference to CBD due to its healing properties and limited psychoactive effects is expected to drive the growth potential for CBD-infused products. According to Gallup, Inc. report of 2019, approximately 14% of

individuals in the U.S. have used some or the other form of CBD-infused products. About 58% of adults use it for pain-related conditions and around 42% for mental health-related conditions.

The COVID-19 pandemic resulted in a surge in consumer preference for immunity-boosting supplements. Segments such as sports nutrition, and women's & men's health saw a negative impact due to lockdowns imposed by governments to curb the pandemic. The effect of COVID-19 declined post the third quarter of 2020, which helped the market regain traction.

The market is fragmented with the presence of a large number of companies, intensifying the overall competitive rivalry. Companies are undertaking multiple partnerships and mergers & acquisitions to increase their portfolio & expand their footprint across the country. In addition, companies are focusing on product differentiation and bundling strategies to capture a greater market share. For instance, in March 2022, CV Sciences, Inc. launched PlusCBD Relief Softgels. The company claims that it can deliver seven times better Cannabidiol Acid (CBDA) and Cannabidiol (CBD) than its raw formula. This product has clinical significance in the treatment of inflammatory responses.

North America OTC Health Products Market Report Highlights

The dietary supplements and weight loss products segment accounted for 33.71% of the share in 2024. This is attributed to an increase in consumer awareness about the benefits of a healthy diet, growing self-health consciousness, and a rise in the prevalence of obesity.

The sports formulation segment accounted for the largest share of 22.24% in 2024 due to rising awareness about fitness and high commercial availability of sports nutrition.

Adults segment is projected to witness the fastest growth during the forecast period owing to the availability of a wide variety of OTC products for the adult demographic.

Hypermarkets, supermarkets, and convenience stores dominated the market in 2024, owing to the better feasibility of buying from such places and an increase in the number of strategic initiatives like schemes such as loyalty programs.

The capsules & tablets segment dominated the market in 2024. This can be attributed to the wide availability of products in capsule & tablet form in the market, the rise in innovation to enhance capsules & tablets delivery forms, and higher shelf-life

The U.S. dominated the market in terms of revenue, mainly due to the presence of key players, an increase in the prevalence of chronic diseases & obesity, and a rapidly growing geriatric population

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation and Scope
- 1.2. Segment Definitions
 - 1.2.1. Product
 - 1.2.2. Application
 - 1.2.3. Form
 - 1.2.4. Demography
 - 1.2.5. Distribution Channel
 - 1.2.6. Country Scope
 - 1.2.7. Estimates and forecasts timeline
- 1.3. Research Methodology
- 1.4. Information Procurement
 - 1.4.1. Purchased database
 - 1.4.2. GVR's internal database
 - 1.4.3. Secondary sources
 - 1.4.4. Primary research
 - 1.4.5. Details of primary research
- 1.5. Information or Data Analysis
 - 1.5.1. Data analysis models
- 1.6. Market Formulation & Validation
- 1.7. Model Details
 - 1.7.1. Commodity flow analysis (Model 1)
 - 1.7.2. Approach 1: Commodity flow approach
 - 1.7.3. Volume price analysis (Model 2)
 - 1.7.4. Approach 2: Volume price analysis
- 1.8. List of Secondary Sources
- 1.9. List of Primary Sources
- 1.10. Objectives

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Segment Outlook
- 2.3. Country outlook
- 2.4. Competitive Insights

CHAPTER 3. NORTH AMERICA OTC HEALTH PRODUCTS MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Lineage Outlook
 - 3.1.1. Parent Market Outlook
 - 3.1.2. Related/ancillary market outlook
- 3.2. Market Dynamics
 - 3.2.1. Market Driver Analysis
 - 3.2.1.1. Rising Consumer Demand for Self-Care
 - 3.2.1.2. Expansion of Product Offerings
 - 3.2.1.3. Aging Population
 - 3.2.2. Market Restraint Analysis
 - 3.2.2.1. Regulatory Challenges
 - 3.2.2.2. Competition from Prescription Drugs
- 3.3. North America OTC Health Products Market Analysis Tools
 - 3.3.1. Industry Analysis - Porter's
 - 3.3.1.1. Bargaining power of suppliers
 - 3.3.1.2. Bargaining power of buyers
 - 3.3.1.3. Threat of substitutes
 - 3.3.1.4. Threat of new entrants
 - 3.3.1.5. Competitive rivalry
 - 3.3.2. PESTEL Analysis
 - 3.3.2.1. Political landscape
 - 3.3.2.2. Economic landscape
 - 3.3.2.3. Social landscape
 - 3.3.2.4. Technological landscape
 - 3.3.2.5. Environmental landscape
 - 3.3.2.6. Legal landscape

CHAPTER 4. NORTH AMERICA OTC HEALTH PRODUCTS MARKET: PRODUCT ESTIMATES & TREND ANALYSIS

- 4.1. Segment Dashboard
- 4.2. North America OTC Health Products Market: Product Movement Analysis
- 4.3. North America OTC Health Products Market by Product Outlook (USD Million)
- 4.4. Market Size & Forecasts and Trend Analyses, 2018 to 2030 for the following
- 4.5. Cough, Cold, and Flu Products
 - 4.5.1. Liquid
 - 4.5.1.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

- 4.5.2. Capsules/Tablets
 - 4.5.2.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)
- 4.5.3. Gummies
 - 4.5.3.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)
- 4.5.4. Others
 - 4.5.4.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)
- 4.6. Dietary Supplements and Weight Loss Products
 - 4.6.1. Liquid
 - 4.6.1.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)
 - 4.6.2. Capsules/Tablets
 - 4.6.2.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)
 - 4.6.3. Gummies
 - 4.6.3.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)
 - 4.6.4. Others
 - 4.6.4.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)
- 4.7. Sports Nutrition Products
 - 4.7.1. Liquid
 - 4.7.1.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)
 - 4.7.2. Capsules/Tablets
 - 4.7.2.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)
 - 4.7.3. Gummies
 - 4.7.3.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)
 - 4.7.4. Others
 - 4.7.4.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)
- 4.8. Probiotics
 - 4.8.1. Liquid
 - 4.8.1.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)
 - 4.8.2. Capsules/Tablets
 - 4.8.2.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)
 - 4.8.3. Gummies
 - 4.8.3.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)
 - 4.8.4. Others
 - 4.8.4.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)
- 4.9. CBD Nutraceutical Products
 - 4.9.1. Liquid
 - 4.9.1.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)
 - 4.9.2. Capsules/Tablets
 - 4.9.2.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)
 - 4.9.3. Gummies

- 4.9.3.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)
- 4.9.4. Others
 - 4.9.4.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

CHAPTER 5. NORTH AMERICA OTC HEALTH PRODUCTS MARKET: FORM ESTIMATES & TREND ANALYSIS

- 5.1. Segment Dashboard
- 5.2. North America OTC Health Products Market: Form Movement Analysis
- 5.3. North America OTC Health Products Market by Form Outlook (USD Million)
- 5.4. Market Size & Forecasts and Trend Analyses, 2018 to 2030 for the following
- 5.5. Liquid
 - 5.5.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)
- 5.6. Capsules/Tablets
 - 5.6.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)
- 5.7. Gummies
 - 5.7.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)
- 5.8. Others
 - 5.8.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

CHAPTER 6. NORTH AMERICA OTC HEALTH PRODUCTS MARKET: APPLICATION ESTIMATES & TREND ANALYSIS

- 6.1. Segment Dashboard
- 6.2. North America OTC Health Products Market: Application Movement Analysis
- 6.3. North America OTC Health Products Market by Application Outlook (USD Million)
- 6.4. Market Size & Forecasts and Trend Analyses, 2018 to 2030 for the following
- 6.5. Digestive health
 - 6.5.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)
- 6.6. Women's & Men's Health
 - 6.6.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)
- 6.7. Weight Control
 - 6.7.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)
- 6.8. Joint health
 - 6.8.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)
- 6.9. Immune Defense
 - 6.9.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)
- 6.10. Sports Formulation
 - 6.10.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

6.11. Others

6.11.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

CHAPTER 7. NORTH AMERICA OTC HEALTH PRODUCTS MARKET: DEMOGRAPHY ESTIMATES & TREND ANALYSIS

7.1. Segment Dashboard

7.2. North America OTC Health Products Market: Demography Movement Analysis

7.3. North America OTC Health Products Market by Demography Outlook (USD Million)

7.4. Market Size & Forecasts and Trend Analyses, 2018 to 2030 for the following

7.5. Children

7.5.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

7.6. Adults

7.6.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

CHAPTER 8. NORTH AMERICA OTC HEALTH PRODUCTS MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

8.1. Segment Dashboard

8.2. North America OTC Health Products Market: Distribution Channel Movement Analysis

8.3. North America OTC Health Products Market by Distribution Channel Outlook (USD Million)

8.4. Market Size & Forecasts and Trend Analyses, 2018 to 2030 for the following

8.5. Retail pharmacies

8.5.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

8.6. Online

8.6.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

8.7. Hypermarkets, supermarkets, convenience stores

8.7.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

8.8. Others

8.8.1. Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

CHAPTER 9. NORTH AMERICA OTC HEALTH PRODUCTS MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

9.1. Regional Dashboard

9.2. Market Size & Forecasts Trend Analysis, 2018 to 2030:

9.3. North America

9.3.1. U.S.

9.3.1.1. Key country dynamics

9.3.1.2. Regulatory framework/ reimbursement structure

9.3.1.3. Competitive scenario

9.3.1.4. U.S. market estimates and forecasts 2018 to 2030 (USD Million)

9.3.2. Canada

9.3.2.1. Key country dynamics

9.3.2.2. Regulatory framework/ reimbursement structure

9.3.2.3. Competitive scenario

9.3.2.4. Canada market estimates and forecasts 2018 to 2030 (USD Million)

9.3.3. Mexico

9.3.3.1. Key country dynamics

9.3.3.2. Regulatory framework/ reimbursement structure

9.3.3.3. Competitive scenario

9.3.3.4. Mexico market estimates and forecasts 2018 to 2030 (USD Million)

CHAPTER 10. COMPETITIVE LANDSCAPE

10.1. Market Participant Categorization

10.2. Recent Developments & Impact Analysis by Key Market Participants

10.3. Company Market Share Analysis, 2024

10.4. Key Company Profiles

10.4.1. Herbalife Nutrition

10.4.1.1. Company overview

10.4.1.2. Financial performance

10.4.1.3. Product benchmarking

10.4.1.4. Strategic initiatives

10.4.2. CV Sciences, Inc.

10.4.2.1. Company overview

10.4.2.2. Financial performance

10.4.2.3. Product benchmarking

10.4.2.4. Strategic initiatives

10.4.3. Medical Marijuana Inc.

10.4.3.1. Company overview

10.4.3.2. Financial performance

10.4.3.3. Product benchmarking

10.4.3.4. Strategic initiatives

10.4.4. Nature's Sunshine Products Inc.

10.4.4.1. Company overview

- 10.4.4.2. Financial performance
- 10.4.4.3. Product benchmarking
- 10.4.4.4. Strategic initiatives
- 10.4.5. Johnson and Johnson Services, LLC
 - 10.4.5.1. Company overview
 - 10.4.5.2. Financial performance
 - 10.4.5.3. Product benchmarking
 - 10.4.5.4. Strategic initiatives
- 10.4.6. GlaxoSmithKline Inc.
 - 10.4.6.1. Company overview
 - 10.4.6.2. Financial performance
 - 10.4.6.3. Product benchmarking
 - 10.4.6.4. Strategic initiatives
- 10.4.7. Bayer AG
 - 10.4.7.1. Company overview
 - 10.4.7.2. Financial performance
 - 10.4.7.3. Product benchmarking
 - 10.4.7.4. Strategic initiatives
- 10.4.8. American Health
 - 10.4.8.1. Company overview
 - 10.4.8.2. Financial performance
 - 10.4.8.3. Product benchmarking
 - 10.4.8.4. Strategic initiatives
- 10.4.9. THE BOUNTIFUL COMPANY (Nestlé Health Science S.A.)
 - 10.4.9.1. Company overview
 - 10.4.9.2. Financial performance
 - 10.4.9.3. Product benchmarking
 - 10.4.9.4. Strategic initiatives

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