

Nutraceuticals Market Size, Share & Trends Analysis Report By Product (Dietary Supplements, Functional Food), By Application (Diabetes, Eye Health), By Distribution Channel, By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Nutraceuticals Market Growth & Trends

The global nutraceuticals market size is estimated to reach USD 919.1 billion by 2030, registering a CAGR of 7.6% from 2025 to 2030, according to a new report by Grand View Research, Inc. Rising awareness regarding calorie reduction and weight loss in the major markets including the U.S., China, and India is expected to promote the application of the health and wellness segment and thus, in turn, will have a substantial impact on the industry.

Nutraceuticals are products that provide health advantages and additional nutrition to the human body. It comprises fortified nutrients, such as taurine, CoQ10, omega-3, calcium, zinc, and antioxidants, that develop the complete health of consumers. These nutrients further benefit in averting medical conditions such as hypertension, diabetes, heart diseases, and allergies. As nutraceuticals develop the digestive and immune systems and enhance the cognitive behavior of consumers, their demand is witnessing a surge at the global level.

The increasing trend among consumers to alter dietary habits is likely to boost the demand for nutraceuticals. The consumer belief that improper diet results in an increase in the costs of pharmaceuticals is anticipated to boost the demand for nutraceuticals.

This would also help the government as it would result in lesser expenditure on healthcare and low social security costs.

A rise in disposable income, increasing consumer awareness concerning health issues, and rapid urbanization are likely to boost the market growth over the forecast years. A positive outlook towards medical nutrition owing to the high prevalence of weight management programs, along with cardiovascular diseases, is anticipated to propel the product demand.

The rise and evolution of wellness-focused diets such as keto and paleo are driving food producers to cater their products in this direction. Functional food products such as probiotics and omega-3 are highly used in yogurt and fish oils in order to reduce the risk of cardiovascular diseases and develop the quality of intestinal microflora, which is further projected to fuel the growth of the functional food segment over the coming years.

Nutraceuticals Market Report Highlights

By product, the functional beverages segment is anticipated to witness a significant CAGR over the forecast period, driven by a consumer shift towards healthier and more convenient alternatives to traditional sugary drinks.

In 2024, the dietary supplements segment held a revenue share of 32.6%, driven by the increasing consumer focus on preventative healthcare and wellness, with individuals proactively seeking to address nutritional deficiencies and support their overall health through supplementation.

In terms of application, the weight management & satiety segment accounted for a revenue share of 16.6% in 2024, owing to the rising global prevalence of obesity and associated health concerns.

Asia Pacific accounted for the largest revenue share in 2024. The growing health concerns amongst consumers and increasing awareness regarding nutraceuticals are likely to be the major drivers of the Asia Pacific market.

The market represents a highly competitive landscape. Key market

players dominate the market space and have been focusing on various strategic initiatives including mergers & acquisitions, product innovation, and portfolio expansion.

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