

Powder Dietary Supplements Market Size, Share & Trends Analysis Report By Ingredient (Vitamin, Multivitamin, Botanicals, Minerals, Proteins & Amino Acids), By Type, By Application, By End User, By Distribution Channel, By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Powder Dietary Supplements Market Trends

The global powder dietary supplements market size was estimated at USD 27.93 billion in 2024 and is anticipated to grow at a CAGR of 10.9% from 2025 to 2030. A primary driver is the increasing consumer awareness of health and wellness, leading to a proactive approach to nutrition. Powder supplements have higher acceptance among people who are actively seeking convenient and customizable ways to supplement their diets. This extends beyond basic vitamin and mineral supplementation; there's a rising interest in specialized powders catering to specific needs such as sports performance, weight management, and gut health. Moreover, the ease of incorporating powders into various beverages and recipes adds to their appeal, making them a versatile option for busy lifestyles.

Consumers are becoming more discerning about the ingredients they consume, favoring natural, organic, and minimally processed options. This shift is pushing manufacturers to formulate powders with plant-based proteins, adaptogens, and other natural extracts. Additionally, the focus on transparency and sustainability is becoming more prominent, with consumers seeking products with clear sourcing

information and eco-friendly packaging, forcing companies to adapt their sourcing and manufacturing practices.

The rise of e-commerce and direct-to-consumer (DTC) brands has also played a crucial role in shaping the market. Online channels provide easy access to a wider range of products and allow consumers to research and compare options before making a purchase. DTC brands can cultivate personal relationships with their customers, often through social media and content marketing, creating a more engaged and loyal consumer base. This accessibility and personalized experience has expanded the market reach significantly, overcoming geographical barriers and empowering niche brands to thrive.

The ongoing innovation in formulations and delivery systems is a strong demand driver. Companies are constantly researching and developing new ingredient combinations, enhanced flavors, and more convenient packaging formats. This includes the incorporation of innovative ingredients like probiotics, prebiotics, and nootropics, as well as the development of single-serving sachets and pre-mixed powders. These advancements are not only attracting new consumers but also retaining existing ones by offering improved palatability, efficacy, and ease of use, further solidifying the market's upward trajectory.

Global Powder Dietary Supplements Market Report Segmentation

This report forecasts revenue growth at global, regional & country levels and provides an analysis of the industry trends in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the global powder dietary supplements market report based on ingredient, type, application, end user, distribution channel, ingredient- application, and region:

Ingredient Outlook (Revenue, USD Million, 2018 - 2030)

Vitamin

Multivitamin

Vitamin A

Vitamin B

Vitamin C

Vitamin D

Vitamin K

Vitamin E

Botanicals

Minerals

Calcium

Potassium

Magnesium

Iron

Zinc

Others

Proteins & Amino Acids

Collagen

Others

Fibers & Specialty Carbohydrates

Omega Fatty Acids

Probiotics

Prebiotics & Postbiotics

Others

Type Outlook (Revenue, USD Million, 2018 - 2030)

OTC

Prescribed

Application Outlook (Revenue, USD Million; 2018 - 2030)

Energy & Weight Management

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, 2018 - 2030)

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, 2018 - 2030)

Offline

Hypermarkets/Supermarkets

Pharmacies

Specialty Stores

Practitioner

Others

Online

Amazon

Other Online Retail Stores

Ingredient-Application Outlook (Revenue, USD Million, 2018 - 2030)

Vitamin

Energy & Weight Management

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

Multivitamin

Energy & Weight Management

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

Vitamin A

Energy & Weight Management

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

Vitamin B

Energy & Weight Management

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

Vitamin C

Energy & Weight Management

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

Vitamin D

Energy & Weight Management

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

Vitamin K

Energy & Weight Management

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

Vitamin E

Energy & Weight Management

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

Botanicals

Energy & Weight Management

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

Minerals

Energy & Weight Management

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

Calcium

Energy & Weight Management

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

Potassium

Energy & Weight Management

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

Magnesium

Energy & Weight Management

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

Iron

Energy & Weight Management

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

Zinc

Energy & Weight Management

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Insomnia

Menopause

Anti-aging

Prenatal Health

Others

Others

Energy & Weight Management

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

Proteins & Amino Acids

Energy & Weight Management

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Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

Collagen

Energy & Weight Management

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

Others

Energy & Weight Management

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

Fibers & Specialty Carbohydrates

Energy & Weight Management

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Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

Insomnia

Menopause

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Gastrointestinal Health

Immunity

Cardiac Health

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Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

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Menopause

Anti-aging

Prenatal Health

Others

Probiotics

Energy & Weight Management

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Immunity

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Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

Prebiotics & Postbiotics

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Insomnia

Menopause

Anti-aging

Prenatal Health

Others

Others

Energy & Weight Management

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

Regional Outlook (Revenue, USD Million, 2018 - 2030)

North America

U.S.

Canada

Mexico

Europe

U.K.

Germany

France

Italy

Spain

Asia Pacific

China

Japan

India

South Korea

Australia & New Zealand

Philippines

Thailand

Vietnam

Malaysia

Singapore

Indonesia

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Peru

Chile

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

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 - 10.2.17.16. Others
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 - 10.2.19.5. Cardiac Health
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 - 10.2.19.7. Anti-cancer
 - 10.2.19.8. Lungs Detox/Cleanse
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 - 10.2.19.12. Insomnia
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 - 10.2.19.15. Prenatal Health
 - 10.2.19.16. Others
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 - 10.2.20.3. Gastrointestinal Health
 - 10.2.20.4. Immunity
 - 10.2.20.5. Cardiac Health
 - 10.2.20.6. Diabetes
 - 10.2.20.7. Anti-cancer
 - 10.2.20.8. Lungs Detox/Cleanse
 - 10.2.20.9. Skin/ Hair/ Nails
 - 10.2.20.10. Sexual Health

- 10.2.20.11. Brain/Mental Health
- 10.2.20.12. Insomnia
- 10.2.20.13. Menopause
- 10.2.20.14. Anti-aging
- 10.2.20.15. Prenatal Health
- 10.2.20.16. Others
- 10.2.21. Vitamin D
 - 10.2.21.1. Energy & Weight Management
 - 10.2.21.2. Bone & Joint Health
 - 10.2.21.3. Gastrointestinal Health
 - 10.2.21.4. Immunity
 - 10.2.21.5. Cardiac Health
 - 10.2.21.6. Diabetes
 - 10.2.21.7. Anti-cancer
 - 10.2.21.8. Lungs Detox/Cleanse
 - 10.2.21.9. Skin/ Hair/ Nails
 - 10.2.21.10. Sexual Health
 - 10.2.21.11. Brain/Mental Health
 - 10.2.21.12. Insomnia
 - 10.2.21.13. Menopause
 - 10.2.21.14. Anti-aging
 - 10.2.21.15. Prenatal Health
 - 10.2.21.16. Others
- 10.2.22. Vitamin K
 - 10.2.22.1. Energy & Weight Management
 - 10.2.22.2. Bone & Joint Health
 - 10.2.22.3. Gastrointestinal Health
 - 10.2.22.4. Immunity
 - 10.2.22.5. Cardiac Health
 - 10.2.22.6. Diabetes
 - 10.2.22.7. Anti-cancer
 - 10.2.22.8. Lungs Detox/Cleanse
 - 10.2.22.9. Skin/ Hair/ Nails
 - 10.2.22.10. Sexual Health
 - 10.2.22.11. Brain/Mental Health
 - 10.2.22.12. Insomnia
 - 10.2.22.13. Menopause
 - 10.2.22.14. Anti-aging
 - 10.2.22.15. Prenatal Health

10.2.22.16. Others

10.2.23. Vitamin E

10.2.23.1. Energy & Weight Management

10.2.23.2. Bone & Joint Health

10.2.23.3. Gastrointestinal Health

10.2.23.4. Immunity

10.2.23.5. Cardiac Health

10.2.23.6. Diabetes

10.2.23.7. Anti-cancer

10.2.23.8. Lungs Detox/Cleanse

10.2.23.9. Skin/ Hair/ Nails

10.2.23.10. Sexual Health

10.2.23.11. Brain/Mental Health

10.2.23.12. Insomnia

10.2.23.13. Menopause

10.2.23.14. Anti-aging

10.2.23.15. Prenatal Health

10.2.23.16. Others

10.3. Botanicals

10.3.1. Energy & Weight Management

10.3.2. Bone & Joint Health

10.3.3. Gastrointestinal Health

10.3.4. Immunity

10.3.5. Cardiac Health

10.3.6. Diabetes

10.3.7. Anti-cancer

10.3.8. Lungs Detox/Cleanse

10.3.9. Skin/ Hair/ Nails

10.3.10. Sexual Health

10.3.11. Brain/Mental Health

10.3.12. Insomnia

10.3.13. Menopause

10.3.14. Anti-aging

10.3.15. Prenatal Health

10.3.16. Others

10.4. Minerals

10.4.1. Energy & Weight Management

10.4.2. Bone & Joint Health

10.4.3. Gastrointestinal Health

- 10.4.4. Immunity
- 10.4.5. Cardiac Health
- 10.4.6. Diabetes
- 10.4.7. Anti-cancer
- 10.4.8. Lungs Detox/Cleanse
- 10.4.9. Skin/ Hair/ Nails
- 10.4.10. Sexual Health
- 10.4.11. Brain/Mental Health
- 10.4.12. Insomnia
- 10.4.13. Menopause
- 10.4.14. Anti-aging
- 10.4.15. Prenatal Health
- 10.4.16. Others
- 10.4.17. Calcium
 - 10.4.17.1. Energy & Weight Management
 - 10.4.17.2. Bone & Joint Health
 - 10.4.17.3. Gastrointestinal Health
 - 10.4.17.4. Immunity
 - 10.4.17.5. Cardiac Health
 - 10.4.17.6. Diabetes
 - 10.4.17.7. Anti-cancer
 - 10.4.17.8. Lungs Detox/Cleanse
 - 10.4.17.9. Skin/ Hair/ Nails
 - 10.4.17.10. Sexual Health
 - 10.4.17.11. Brain/Mental Health
 - 10.4.17.12. Insomnia
 - 10.4.17.13. Menopause
 - 10.4.17.14. Anti-aging
 - 10.4.17.15. Prenatal Health
 - 10.4.17.16. Others
- 10.4.18. Potassium
 - 10.4.18.1. Energy & Weight Management
 - 10.4.18.2. Bone & Joint Health
 - 10.4.18.3. Gastrointestinal Health
 - 10.4.18.4. Immunity
 - 10.4.18.5. Cardiac Health
 - 10.4.18.6. Diabetes
 - 10.4.18.7. Anti-cancer
 - 10.4.18.8. Lungs Detox/Cleanse

- 10.4.18.9. Skin/ Hair/ Nails
- 10.4.18.10. Sexual Health
- 10.4.18.11. Brain/Mental Health
- 10.4.18.12. Insomnia
- 10.4.18.13. Menopause
- 10.4.18.14. Anti-aging
- 10.4.18.15. Prenatal Health
- 10.4.18.16. Others
- 10.4.19. Magnesium
 - 10.4.19.1. Energy & Weight Management
 - 10.4.19.2. Bone & Joint Health
 - 10.4.19.3. Gastrointestinal Health
 - 10.4.19.4. Immunity
 - 10.4.19.5. Cardiac Health
 - 10.4.19.6. Diabetes
 - 10.4.19.7. Anti-cancer
 - 10.4.19.8. Lungs Detox/Cleanse
 - 10.4.19.9. Skin/ Hair/ Nails
 - 10.4.19.10. Sexual Health
 - 10.4.19.11. Brain/Mental Health
 - 10.4.19.12. Insomnia
 - 10.4.19.13. Menopause
 - 10.4.19.14. Anti-aging
 - 10.4.19.15. Prenatal Health
 - 10.4.19.16. Others
- 10.4.20. Iron
 - 10.4.20.1. Energy & Weight Management
 - 10.4.20.2. Bone & Joint Health
 - 10.4.20.3. Gastrointestinal Health
 - 10.4.20.4. Immunity
 - 10.4.20.5. Cardiac Health
 - 10.4.20.6. Diabetes
 - 10.4.20.7. Anti-cancer
 - 10.4.20.8. Lungs Detox/Cleanse
 - 10.4.20.9. Skin/ Hair/ Nails
 - 10.4.20.10. Sexual Health
 - 10.4.20.11. Brain/Mental Health
 - 10.4.20.12. Insomnia
 - 10.4.20.13. Menopause

- 10.4.20.14. Anti-aging
- 10.4.20.15. Prenatal Health
- 10.4.20.16. Others

10.4.21. Zinc

- 10.4.21.1. Energy & Weight Management
- 10.4.21.2. Bone & Joint Health
- 10.4.21.3. Gastrointestinal Health
- 10.4.21.4. Immunity
- 10.4.21.5. Cardiac Health
- 10.4.21.6. Diabetes
- 10.4.21.7. Anti-cancer
- 10.4.21.8. Lungs Detox/Cleanse
- 10.4.21.9. Skin/ Hair/ Nails
- 10.4.21.10. Sexual Health
- 10.4.21.11. Brain/Mental Health
- 10.4.21.12. Insomnia
- 10.4.21.13. Menopause
- 10.4.21.14. Anti-aging
- 10.4.21.15. Prenatal Health
- 10.4.21.16. Others

10.4.22. Others

- 10.4.22.1. Energy & Weight Management
- 10.4.22.2. Bone & Joint Health
- 10.4.22.3. Gastrointestinal Health
- 10.4.22.4. Immunity
- 10.4.22.5. Cardiac Health
- 10.4.22.6. Diabetes
- 10.4.22.7. Anti-cancer
- 10.4.22.8. Lungs Detox/Cleanse
- 10.4.22.9. Skin/ Hair/ Nails
- 10.4.22.10. Sexual Health
- 10.4.22.11. Brain/Mental Health
- 10.4.22.12. Insomnia
- 10.4.22.13. Menopause
- 10.4.22.14. Anti-aging
- 10.4.22.15. Prenatal Health
- 10.4.22.16. Others

10.5. Proteins & Amino Acids

- 10.5.1. Energy & Weight Management

- 10.5.2. Bone & Joint Health
- 10.5.3. Gastrointestinal Health
- 10.5.4. Immunity
- 10.5.5. Cardiac Health
- 10.5.6. Diabetes
- 10.5.7. Anti-cancer
- 10.5.8. Lungs Detox/Cleanse
- 10.5.9. Skin/ Hair/ Nails
- 10.5.10. Sexual Health
- 10.5.11. Brain/Mental Health
- 10.5.12. Insomnia
- 10.5.13. Menopause
- 10.5.14. Anti-aging
- 10.5.15. Prenatal Health
- 10.5.16. Others
- 10.5.17. Collagen
 - 10.5.17.1. Energy & Weight Management
 - 10.5.17.2. Bone & Joint Health
 - 10.5.17.3. Gastrointestinal Health
 - 10.5.17.4. Immunity
 - 10.5.17.5. Cardiac Health
 - 10.5.17.6. Diabetes
 - 10.5.17.7. Anti-cancer
 - 10.5.17.8. Lungs Detox/Cleanse
 - 10.5.17.9. Skin/ Hair/ Nails
 - 10.5.17.10. Sexual Health
 - 10.5.17.11. Brain/Mental Health
 - 10.5.17.12. Insomnia
 - 10.5.17.13. Menopause
 - 10.5.17.14. Anti-aging
 - 10.5.17.15. Prenatal Health
 - 10.5.17.16. Others
- 10.5.18. Others
 - 10.5.18.1. Energy & Weight Management
 - 10.5.18.2. Bone & Joint Health
 - 10.5.18.3. Gastrointestinal Health
 - 10.5.18.4. Immunity
 - 10.5.18.5. Cardiac Health
 - 10.5.18.6. Diabetes

- 10.5.18.7. Anti-cancer
- 10.5.18.8. Lungs Detox/Cleanse
- 10.5.18.9. Skin/ Hair/ Nails
- 10.5.18.10. Sexual Health
- 10.5.18.11. Brain/Mental Health
- 10.5.18.12. Insomnia
- 10.5.18.13. Menopause
- 10.5.18.14. Anti-aging
- 10.5.18.15. Prenatal Health
- 10.5.18.16. Others
- 10.6. Fibers & Specialty Carbohydrates
 - 10.6.1. Energy & Weight Management
 - 10.6.2. Bone & Joint Health
 - 10.6.3. Gastrointestinal Health
 - 10.6.4. Immunity
 - 10.6.5. Cardiac Health
 - 10.6.6. Diabetes
 - 10.6.7. Anti-cancer
 - 10.6.8. Lungs Detox/Cleanse
 - 10.6.9. Skin/ Hair/ Nails
 - 10.6.10. Sexual Health
 - 10.6.11. Brain/Mental Health
 - 10.6.12. Insomnia
 - 10.6.13. Menopause
 - 10.6.14. Anti-aging
 - 10.6.15. Prenatal Health
 - 10.6.16. Others
- 10.7. Omega Fatty Acids
 - 10.7.1. Energy & Weight Management
 - 10.7.2. Bone & Joint Health
 - 10.7.3. Gastrointestinal Health
 - 10.7.4. Immunity
 - 10.7.5. Cardiac Health
 - 10.7.6. Diabetes
 - 10.7.7. Anti-cancer
 - 10.7.8. Lungs Detox/Cleanse
 - 10.7.9. Skin/ Hair/ Nails
 - 10.7.10. Sexual Health
 - 10.7.11. Brain/Mental Health

- 10.7.12. Insomnia
- 10.7.13. Menopause
- 10.7.14. Anti-aging
- 10.7.15. Prenatal Health
- 10.7.16. Others

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