

# Singapore Liquid Dietary Supplements Market Size, Share & Trends Analysis Report By Ingredients (Vitamins, Botanicals, Minerals), By Type, By Application, By End-use, By Distribution Channel, And Segment Forecasts, 2025 - 2030

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## Abstracts

The Singapore liquid dietary supplements market size was estimated at USD 41.3 million in 2024 and is projected to reach USD 88.4 million by 2030, growing at a CAGR of 13.6% from 2025 to 2030. Rising health awareness and an increasing aging population create a strong demand for supplements that support age-related needs such as bone density, cognition, and immune function.

Growing disposable income and willingness to pay for premium health products, as people in Singapore show a strong preference for high-quality, premium health products, are also driving the growth of the market. Growing health awareness among the population and rising prevalence of lifestyle diseases and disorders, including obesity, diabetes, and cardiovascular diseases, are expected to drive the growth of the Singapore liquid dietary supplements industry. According to an article published by the Ministry of Health Singapore in September 2023, the prevalence of hypertension among the Singapore population has doubled since 2010, and obesity continues to increase. In addition, the 2022 National Nutrition Survey shows that 9 in 10 residents consume excessive sodium. Such statistics highlight a clear market opportunity for health-focused products that help consumers manage blood pressure, reduce sodium intake, and support healthier lifestyles.

Urban and busy lifestyles of the people in the country have led to nutritional deficiencies and irregular eating habits, which have increased the need for convenient nutrition sources and the demand for the liquid dietary supplements market. In addition, the

aging population in Singapore is driving the demand for liquid dietary supplements. The geriatric population often prefers liquid supplements as they may face difficulty in swallowing pills or tablets. Digitalization in the healthcare sector, such as telehealth and medication delivery services, has further improved the accessibility of supplements and medicines, especially post-pandemic. Availability of dietary supplements on e-commerce portals and home delivery service offers consumers convenience in obtaining their desired products, including liquid forms.

## Singapore Liquid Dietary Supplements Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the latest industry trends in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the Singapore liquid dietary supplements market report based on ingredients, type, application, end use, and distribution channel:

### Ingredients 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 (Selenium, Chromium, Copper)

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)

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 Use 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 (Direct to Consumer, MLM)

Online

Amazon

Other Online Retail Stores

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