

Turkey Liquid Dietary Supplements Market Size, Share & Trends Analysis Report By Ingredients (Vitamins, Botanicals, Minerals, Proteins & Amino Acids, Fibers & Specialty Carbohydrates), By Type, By Application, By End User, By Distribution Channel, And Segment Forecasts, 2025 - 2030

<https://marketpublishers.com/r/TD0B3C24B40AEN.html>

Date: December 2025

Pages: 80

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

ID: TD0B3C24B40AEN

Abstracts

Summary

The Turkey liquid dietary supplements market size was estimated at USD 19.6 million in 2024 and is projected to reach USD 36.0 million by 2030, growing at a CAGR of 10.5% from 2025 to 2030. A rapidly urbanizing population and increased health awareness post-pandemic have created a more proactive and informed consumer base.

This demographic increasingly seeks convenient and effective solutions to address nutritional deficiencies, support immune health, manage stress, and enhance overall wellness. The liquid form plays a vital role in propelling the market segment growth. It maximizes bioavailability and offers faster absorption than traditional tablets and capsules, which provides a better treatment outcome. Similarly, since liquid is convenient to consume as compared to conventional dosage forms, it tends to be a preferred dosage form for key segments of the population, including a rising elderly patient population with difficulties swallowing tablets and children who may find it easier to take medication when in liquid form. Liquid medications fit a global trend geared towards easy-to-take, fast-acting health products.

Consumer Insights

The Turkey liquid dietary supplements market is witnessing rapid growth due to a notable shift towards preventive healthcare and an increasing preference for convenient and fast-acting forms. A key demographic fueling this demand is the rapidly aging population. According to The World Bank Group, the population aged 65 and above grew from 6.7 million in 2018 to 8.8 million in 2024. This substantial increase creates a sustained need for products addressing age-related concerns, making liquid supplements for joint, bone, cardiovascular, and cognitive health highly popular, with ingredients such as proteins & amino acids, liquid calcium, vitamins, and omega-3s in high demand.

At the same time, younger adults and working people represent an important consumer group, regularly looking for liquid solutions that promise more energy, immune support, and stress management, often utilizing vitamin B, vitamin C, and others. Women also represent a critical and powerful consumer group, which has improved demand for beauty-from-within supplements aimed at skin, hair, and nail health, as well as those linked to hormonal support. In all groups, there is an increasing trend towards natural, organic, and plant-based ingredients, which is part of a more significant emphasis on clean-label products that can be transparently sourced. Consumers with higher incomes and living in metropolitan areas are more willing to pay for premium and evidence-based products.

Turkey 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 Turkey liquid dietary supplements market report based on ingredients, type, application, end user, 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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