

U.S. & Canada Nutritional Drinks & Supplements Market Size, Share & Trends Analysis Report By Product (General Nutritional Support), By Formulation (Liquid, Others), By Sales Channel, And Segment Forecasts, 2025 - 2030

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Abstracts

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U.S. & Canada Nutritional Drinks & Supplements Market Growth & Trends

The U.S. & Canada nutritional drinks & supplements market size is anticipated to reach USD 23.45 billion by 2030 and is anticipated to grow at a CAGR of 7.44% from 2025 to 2030, according to a report by Grand View Research, Inc. This robust growth trajectory in the nutritional drinks & supplements market is driven by several key factors, including the growing awareness of preventive healthcare, strong brand recognition and trust, increasing accessibility of supplements & drinks, increasing prevalence of obesity and growth of multi-channel sales strategies. Together, these elements create a dynamic environment for development and market growth.

Accessibility of nutritional drinks & supplements is increasing due to the emergence of e-commerce. Although it is difficult to buy certain nutritional supplements online due to a lack of product knowledge and suitability concerns, sales of these products have continued to increase. Some of the key players in this market are striving hard to educate consumers to improve their online shopping experience. Thus, accessibility of these products is increasing through online retail.

Government initiatives for improving health conditions in U.S. & Canada are also creating opportunities for market growth. In August 2024, the Government of

Canada announced investments in initiatives aimed at addressing gaps in public health evidence. Enhancing the understanding of diseases and injuries within Canada plays a crucial role in shaping policies and programs that promote the health and well-being of Canadians. This action plan aims to improve governance over the food system and the overall quality of diet & nutritional status. Such initiatives are expected to increase the demand for these products over the forecast period.

In the past decade, the prevalence of obesity has increased, which is a major challenge for the prevention of chronic diseases across the globe. Increasing sedentary lifestyle and growing consumption of unhealthy diet are among major factors leading to an increase in the prevalence of obesity. In U.S., the incidence of obesity is growing at an alarming rate. According to CDC, the prevalence of obesity in the U.S. was 35% in 2023. In 2023, approximately 35.5% of Canadian adults were classified as overweight, while 30% were considered obese. Obesity rates in Canada have been steadily rising in recent years, making it one of the nation's most pressing health challenges. This rapid increase in the prevalence of obesity has raised concerns as well as awareness among people about adopting healthy lifestyle and nutritious food, which is driving the market for nutritional drinks & supplements.

U.S. & Canada Nutritional Drinks & Supplements Market Report Highlights

The protein drinks & supplements segment led the market with the largest revenue share of 54.92% in 2024.

Based on formulation, the liquid segment led the market with the largest revenue share of 79.74% in 2024 and is also projected to witness at the fastest CAGR of 7.67% during the forecast period. This growth is fueled by several advantages as they are ideal for various consumer groups, including older adults, children, and patients with swallowing difficulties, as they are easier to ingest and digest compared to pills or powders.

Based on sales channel, the retail segment led the market with the largest revenue share of 88.85% in 2024 and is also projected to grow at the fastest CAGR of 7.70% during the forecast period.

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation and Scope
 - 1.1.1. Product Segment
 - 1.1.2. Formulation Segment
 - 1.1.3. Sales Channel Segment
- 1.2. Country Scope
- 1.3. Estimates and Forecast Timeline
- 1.4. Research Methodology
- 1.5. Information Procurement
 - 1.5.1. Purchased Database
 - 1.5.2. GVR's Internal Database
 - 1.5.3. Primary Research
- 1.6. Information or Data Analysis:
 - 1.6.1. Data Analysis Models
- 1.7. Market Formulation & Validation
- 1.8. Model Details
 - 1.8.1. Commodity Flow Analysis
- 1.9. List of Secondary Sources
- 1.10. List of Abbreviations
- 1.11. Objectives

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Segment Snapshot
- 2.3. Competitive Landscape Snapshot

CHAPTER 3. 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. Growing awareness of preventive healthcare
 - 3.2.1.2. Strong brand recognition and trust

- 3.2.1.3. Increasing accessibility of supplements & drinks
- 3.2.1.4. Increasing prevalence of obesity
- 3.2.1.5. Growth of multi-channel sales strategies
- 3.2.2. Market Restraint Analysis
 - 3.2.2.1. Stringent regulatory framework
 - 3.2.2.2. Highly competitive market
- 3.3. Industry Analysis Tools
 - 3.3.1. Porter's Five Forces Analysis
 - 3.3.2. PESTEL Analysis
 - 3.3.3. COVID-19 Impact Analysis

CHAPTER 4. PRODUCT BUSINESS ANALYSIS

- 4.1. Product Segment Dashboard
- 4.2. U.S. & Canada Nutritional Drinks & Supplements Market: Product Movement Analysis
- 4.3. U.S. & Canada Nutritional Drinks & Supplements Market Size & Trend Analysis, by Product, 2018 to 2030 (USD Million)
- 4.4. General Nutritional Support
 - 4.4.1. General nutritional support market estimates and forecasts, 2018 - 2030 (USD Million)
- 4.5. Protein Drinks & Supplements
 - 4.5.1. Protein drinks & supplements market estimates and forecasts, 2018 - 2030 (USD Million)
- 4.6. High Calorie Drinks
 - 4.6.1. High calorie drinks market estimates and forecasts, 2018 - 2030 (USD Million)
- 4.7. Diabetes Support
 - 4.7.1. Diabetes support market estimates and forecasts, 2018 - 2030 (USD Million)
- 4.8. Surgery Support
 - 4.8.1. Surgery support market estimates and forecasts, 2018 - 2030 (USD Million)
- 4.9. Meal Replacement Products
 - 4.9.1. Meal replacement products market estimates and forecasts, 2018 - 2030 (USD Million)

CHAPTER 5. FORMULATION BUSINESS ANALYSIS

- 5.1. Formulation Segment Dashboard
- 5.2. U.S. & Canada Nutritional Drinks & Supplements Market Formulation Movement Analysis

5.3. U.S. & Canada Nutritional Drinks & Supplements Market Size & Trend Analysis, by Formulation, 2018 to 2030 (USD Million)

5.4. Liquid

5.4.1. Liquid market estimates and forecasts, 2018 - 2030 (USD Million)

5.5. Others

5.5.1. Others market estimates and forecasts, 2018 - 2030 (USD Million)

CHAPTER 6. SALES CHANNEL BUSINESS ANALYSIS

6.1. Sales Channel Segment Dashboard

6.2. U.S. & Canada Nutritional Drinks & Supplements Market Sales Channel Movement Analysis

6.3. U.S. & Canada Nutritional Drinks & Supplements Market Size & Trend Analysis, by Sales Channel, 2018 to 2030 (USD Million)

6.4. Retail

6.4.1. Retail market estimates and forecasts, 2018 - 2030 (USD Million)

6.4.2. Direct Selling

6.4.2.1. Direct selling market estimates and forecasts, 2018 - 2030 (USD Million)

6.4.3. Chemist/Pharmacies

6.4.3.1. Chemist/Pharmacies market estimates and forecasts, 2018 - 2030 (USD Million)

6.4.4. Health Food Shops

6.4.4.1. Health food shops market estimates and forecasts, 2018 - 2030 (USD Million)

6.4.5. Hypermarkets

6.4.5.1. Hypermarkets market estimates and forecasts, 2018 - 2030 (USD Million)

6.4.6. Supermarkets

6.4.6.1. Supermarkets market estimates and forecasts, 2018 - 2030 (USD Million)

6.4.7. E-commerce Platforms

6.4.7.1. E-commerce Platforms market estimates and forecasts, 2018 - 2030 (USD Million)

6.5. Healthcare

6.5.1. Healthcare market estimates and forecasts, 2018 - 2030 (USD Million)

CHAPTER 7. COMPETITIVE LANDSCAPE

7.1. Company Categorization

7.2. Company Market Position Analysis, 2024

7.3. Company Profiles/Listing

- 7.3.1. Nestl?
 - 7.3.1.1. Overview
 - 7.3.1.2. Financial Performance
 - 7.3.1.3. Product Benchmarking
 - 7.3.1.4. Strategic Initiatives
- 7.3.2. Abbott
 - 7.3.2.1. Overview
 - 7.3.2.2. Financial Performance
 - 7.3.2.3. Product Benchmarking
 - 7.3.2.4. Strategic Initiatives
- 7.3.3. Glanbia PLC
 - 7.3.3.1. Overview
 - 7.3.3.2. Financial Performance
 - 7.3.3.3. Product Benchmarking
 - 7.3.3.4. Strategic Initiatives
- 7.3.4. Starco Brands
 - 7.3.4.1. Overview
 - 7.3.4.2. Financial Performance
 - 7.3.4.3. Product Benchmarking
 - 7.3.4.4. Strategic Initiatives
- 7.3.5. GNC Holdings, LLC
 - 7.3.5.1. Overview
 - 7.3.5.2. Financial Performance
 - 7.3.5.3. Product Benchmarking
 - 7.3.5.4. Strategic Initiatives
- 7.3.6. Huel Ltd.
 - 7.3.6.1. Overview
 - 7.3.6.2. Financial Performance
 - 7.3.6.3. Product Benchmarking
 - 7.3.6.4. Strategic Initiatives
- 7.3.7. Herbalife International of America, Inc.
 - 7.3.7.1. Overview
 - 7.3.7.2. Financial Performance
 - 7.3.7.3. Product Benchmarking
 - 7.3.7.4. Strategic Initiatives
- 7.3.8. Simply Good Foods
 - 7.3.8.1. Overview
 - 7.3.8.2. Financial Performance
 - 7.3.8.3. Product Benchmarking

7.3.8.4. Strategic Initiatives

7.3.9. BellRing Brands, Inc. (Premier Nutrition Company)

7.3.9.1. Overview

7.3.9.2. Financial Performance

7.3.9.3. Product Benchmarking

7.3.9.4. Strategic Initiatives

7.3.10. Kate Farms

7.3.10.1. Overview

7.3.10.2. Financial Performance

7.3.10.3. Product Benchmarking

7.3.10.4. Strategic Initiatives

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