

U.S. Cardiovascular Health Supplements Market Size, Share & Trends Analysis Report By Ingredient (Vitamins & Minerals, Herbs & Botanicals, Omega Fatty Acids), By Form (Liquid, Tablet), By, Type, By Distribution Channel, By Region, And Segment Forecasts, 2025 - 2030

<https://marketpublishers.com/r/U2D1793AE174EN.html>

Date: May 2025

Pages: 90

Price: US\$ 3,950.00 (Single User License)

ID: U2D1793AE174EN

Abstracts

This report can be delivered to the clients within 2 Business Days

U.S. Cardiovascular Health Supplements Market Growth & Trends

The U.S. cardiovascular health supplements market size is anticipated to reach USD 3.27 billion by 2030 and is projected to grow at a CAGR of 7.61% during the forecast period, according to a new report by Grand View Research, Inc. This robust growth is largely attributed to the increasing incidence of cardiovascular diseases, rising health consciousness, and the aging population's growing demand for preventive healthcare. As heart-related conditions remain a leading cause of mortality in the U.S., consumers are increasingly seeking non-prescription, natural solutions to manage and reduce associated risks.

Key ingredients such as omega-3 fatty acids, CoQ10, magnesium, and plant sterols continue to dominate the market due to their proven benefits in supporting heart health. In addition, advancements in supplement delivery systems-such as softgels, capsules, and extended-release tablets-are enhancing bioavailability and consumer adherence. The shift toward clean-label, plant-based, and clinically supported formulations is also influencing purchasing decisions, especially among health-conscious and senior demographics seeking long-term wellness solutions. Thereby propelling the demand for

cardiovascular health supplements in the U.S. over the forecast period.

The COVID-19 pandemic substantially boosted the demand for cardiovascular health supplements in the U.S. market, driven by heightened health awareness, increased focus on immunity and chronic disease prevention, and a shift toward proactive wellness. Consumers became more conscious of underlying health conditions, including heart health, leading to a surge in demand for supplements containing omega-3s, CoQ10, and other heart-supportive ingredients.

However, despite rising demand, the U.S. cardiovascular health supplements industry faces challenges such as limited clinical validation, regulatory restrictions on health claims, and inconsistent product quality across brands. These factors contribute to consumer skepticism and reduce adoption among healthcare professionals. In addition, high product costs and lack of insurance coverage further limit accessibility, collectively hampering the growth of the market.

U.S. Cardiovascular Health Supplements Market Report Highlights

The omega fatty acids held the largest market share of 27.36% in 2024. This is attributed to their well-documented benefits in reducing cardiovascular risk factors such as high cholesterol and blood pressure. However, herbs & botanicals are anticipated to grow at the fastest CAGR over the forecast period.

The natural supplements segment dominated the market in 2024 and is anticipated to grow at the fastest CAGR over the forecast period. This is driven by increasing consumer preference for clean-label, plant-based, and minimally processed products with perceived safety and long-term health benefits.

The softgels held the largest market share in 2024. This is driven by their convenient dosage form and consumer preference for easy-to-consume supplements. However, capsules are anticipated to grow at the fastest CAGR over the forecast period.

The offline distribution channel segment dominated the market with the largest revenue share in 2024. However, the online segment is expected to grow at the fastest CAGR over the forecast period.

Companies Mentioned

NOW Foods
Bright Lifecare Private Ltd (Truebasics.com)
Natural Organics, Inc.
DaVinci Laboratories of Vermont
Nordic Naturals
Thorne.
Nestl? Health Science (Pure Encapsulations, LLC.)
Amway Corp.
InVite Health
GNC Holdings, LLC

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