

U.S. Longevity & General Wellness Supplements Market Size, Share & Trends Analysis Report By Application (Longevity Supplements, General Wellness Supplements), And Segment Forecasts, Consumer Behavior And Competitive Analysis, 2026 - 2033

<https://marketpublishers.com/r/U35C5A503874EN.html>

Date: December 2025

Pages: 120

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

ID: U35C5A503874EN

Abstracts

Summary

The U.S. longevity & general wellness supplements market size was valued at USD 6.35 billion in 2025 and is anticipated to reach USD 10.13 billion by 2033, expanding at a CAGR of 6.06% from 2026 to 2033. This sustained growth is driven by rising consumer awareness around preventive health, aging populations seeking to extend health spans, and increased interest in personalized wellness solutions.

Evolving Consumer Demographics

The evolving demographic landscape in the U.S. is a major catalyst for the growing demand for longevity and general wellness supplements. According to U.S. Census data, as the Baby Boomer generation ages, the population of individuals 65 and older is projected to nearly double by 2060. This shift creates sustained demand for products supporting healthy aging, mobility, cognitive function, and chronic disease prevention.

Health and wellness are becoming increasingly important for the future, especially among the younger consumers, such as Millennials and Gen Z, who are the first to incorporate vitamins and other dietary supplements into their lives. Immunity, stress management, skin health, and even longevity support products are the focus of these

youngsters. Such escalating cross-generation requests not only broaden the consumer pool but also facilitate the introduction of new, better, and more personalized formulations and delivery modes. As this trend prevails along with the old population, it is altering the playing field of the market and supplying the manufacturers who provide specific, scientifically proven wellness solutions for all ages with a steady growth opportunity.

U.S. Longevity & General Wellness Supplements Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the latest trends in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the U.S. longevity & general wellness supplements market report on the basis of application:

Application Outlook (Revenue, USD Million, 2021 - 2033)

Longevity Supplements

Type

NMN

NR

NAD+

NADH

Resveratrol

Fisetin

Quercetin

Cucurmin

Collagen

Pterostilbene

Others

Sales Channel

Online

Direct to consumer

Other e-commerce channels

Offline

Hypermarkets/Supermarkets

Pharmacies & Drug Stores

Others

General Wellness Supplements

Type

Vitamins

Multivitamins

Individual vitamins

Minerals

Amino acids

Probiotics

Collagen

Fish oils

Coenzyme Q10

Herbal extracts

Others

Sales Channel

Online

Direct to consumer

Other e-commerce channels

Offline

Hypermarkets/Supermarkets

Pharmacies & Drug Stores

Others

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation and Scope
- 1.2. Market Definitions
 - 1.2.1. Application Segment
- 1.3. Information analysis
- 1.4. Market formulation & data visualization
- 1.5. Data validation & publishing
- 1.6. Information Procurement
 - 1.6.1. Primary Research
- 1.7. Information or Data Analysis
- 1.8. Market Formulation & Validation
- 1.9. Market Model
- 1.10. 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
 - 3.2.2. Market restraint analysis
- 3.3. U.S. Longevity & General Wellness Supplements Market Analysis Tools
 - 3.3.1. Industry Analysis - Porter?s
 - 3.3.2. PESTEL Analysis

CHAPTER 4. U.S. LONGEVITY & GENERAL WELLNESS SUPPLEMENTS MARKET: APPLICATION BUSINESS ANALYSIS

- 4.1. Application Segment Dashboard

4.2. U.S. Longevity & General Wellness Supplements Market Application Movement Analysis

4.3. U.S. Longevity & General Wellness Supplements Market Size & Trend Analysis, by Application, 2021 to 2033 (USD Million)

4.4. Longevity Supplements

4.4.1. U.S. Longevity Supplements based Market, 2021 - 2033 (USD Million)

4.4.1.1. Longevity Supplements Type

4.4.1.1.1. Longevity Supplements Type based Market, 2021 - 2033 (USD Million)

4.4.1.1.1.1. NMN

4.4.1.1.1.1.1. NMN based Market, 2021 - 2033 (USD Million)

4.4.1.1.1.2. NR

4.4.1.1.1.2.1. NR based Market, 2021 - 2033 (USD Million)

4.4.1.1.1.3. NAD+

4.4.1.1.1.3.1. NAD+ based Market, 2021 - 2033 (USD Million)

4.4.1.1.1.4. NADH

4.4.1.1.1.4.1. NADH based Market, 2021 - 2033 (USD Million)

4.4.1.1.1.5. Resveratrol

4.4.1.1.1.5.1. Resveratrol based Market, 2021 - 2033 (USD Million)

4.4.1.1.1.6. Fisetin

4.4.1.1.1.6.1. Fisetin based Market, 2021 - 2033 (USD Million)

4.4.1.1.1.7. Quercetin

4.4.1.1.1.7.1. Quercetin based Market, 2021 - 2033 (USD Million)

4.4.1.1.1.8. Curcumin

4.4.1.1.1.8.1. Curcumin based Market, 2021 - 2033 (USD Million)

4.4.1.1.1.9. Collagen

4.4.1.1.1.9.1. Collagen based Market, 2021 - 2033 (USD Million)

4.4.1.1.1.10. Pterostilbene

4.4.1.1.1.10.1. Pterostilbene based Market, 2021 - 2033 (USD Million)

4.4.1.1.1.11. Others

4.4.1.1.1.11.1. Others based Market, 2021 - 2033 (USD Million)

4.4.1.2. Longevity Supplements Sales Channel

4.4.1.2.1. Longevity Supplements Sales Channel based Market, 2021 - 2033 (USD Million)

4.4.1.2.1.1. Online

4.4.1.2.1.1.1. Online Sales Channel based Market, 2021 - 2033 (USD Million)

4.4.1.2.1.1.2. Direct to consumer

4.4.1.2.1.1.2.1. Direct to consumer-based Market, 2021 - 2033 (USD Million)

4.4.1.2.1.1.3. Other e-commerce channels

4.4.1.2.1.1.3.1. Other e-commerce channels-based Market, 2021 - 2033 (USD Million)

Million)

4.4.1.2.1.2. Offline

4.4.1.2.1.2.1. Offline Sales Channel based Market, 2021 - 2033 (USD Million)

4.4.1.2.1.2.2. Hypermarkets/Supermarkets

4.4.1.2.1.2.2.1. Hypermarkets/Supermarkets-based Market, 2021 - 2033 (USD

Million)

4.4.1.2.1.2.3. Pharmacies & Drug Stores

4.4.1.2.1.2.3.1. Pharmacies & Drug Stores-based Market, 2021 - 2033 (USD

Million)

4.4.1.2.1.2.4. Others

4.4.1.2.1.2.4.1. Others based Market, 2021 - 2033 (USD Million)

4.5. General Wellness Supplements

4.5.1. U.S. General Wellness Supplements Market, 2021 - 2033 (USD Million)

4.5.1.1. General Wellness Supplements Type

4.5.1.1.1. General Wellness Supplements Type based Market, 2021 - 2033 (USD

Million)

4.5.1.1.1.1. Vitamins

4.5.1.1.1.1.1. Vitamins based Market, 2021 - 2033 (USD Million)

4.5.1.1.1.1.2. Multivitamins

4.5.1.1.1.1.2.1. Multivitamins based Market, 2021 - 2033 (USD Million)

4.5.1.1.1.1.3. Individual vitamins

4.5.1.1.1.1.3.1. Individual vitamins-based Market, 2021 - 2033 (USD Million)

4.5.1.1.1.2. Minerals

4.5.1.1.1.2.1. Minerals based Market, 2021 - 2033 (USD Million)

4.5.1.1.1.3. Amino acids

4.5.1.1.1.3.1. Amino acids-based Market, 2021 - 2033 (USD Million)

4.5.1.1.1.4. Probiotics

4.5.1.1.1.4.1. Probiotics based Market, 2021 - 2033 (USD Million)

4.5.1.1.1.5. Collagen

4.5.1.1.1.5.1. Collagen based Market, 2021 - 2033 (USD Million)

4.5.1.1.1.6. Fish oils

4.5.1.1.1.6.1. Fish oils based Market, 2021 - 2033 (USD Million)

4.5.1.1.1.7. Coenzyme Q10

4.5.1.1.1.7.1. Coenzyme Q10 based Market, 2021 - 2033 (USD Million)

4.5.1.1.1.8. Herbal extracts

4.5.1.1.1.8.1. Herbal extracts based Market, 2021 - 2033 (USD Million)

4.5.1.1.1.9. Others

4.5.1.1.1.9.1. Others based Market, 2021 - 2033 (USD Million)

4.5.1.2. General Wellness Supplements Sales Channel

4.5.1.2.1. General Wellness Supplements Sales Channel based Market, 2021 - 2033 (USD Million)

4.5.1.2.1.1. Online

4.5.1.2.1.1.1. Online Sales Channel based Market, 2021 - 2033 (USD Million)

4.5.1.2.1.1.2. Direct to consumer

4.5.1.2.1.1.2.1. Direct to consumer-based Market, 2021 - 2033 (USD Million)

4.5.1.2.1.1.3. Other e-commerce channels

4.5.1.2.1.1.3.1. Other e-commerce channels-based Market, 2021 - 2033 (USD Million)

4.5.1.2.1.2. Offline

4.5.1.2.1.2.1. Offline Sales Channel based Market, 2021 - 2033 (USD Million)

4.5.1.2.1.2.2. Hypermarkets/Supermarkets

4.5.1.2.1.2.2.1. Hypermarkets/Supermarkets-based Market, 2021 - 2033 (USD Million)

4.5.1.2.1.2.3. Pharmacies & Drug Stores

4.5.1.2.1.2.3.1. Pharmacies & Drug Stores-based Market, 2021 - 2033 (USD Million)

4.5.1.2.1.2.4. Others

4.5.1.2.1.2.4.1. Others based Market, 2021 - 2033 (USD Million)

CHAPTER 5. COMPETITIVE LANDSCAPE

5.1. Company Categorization

5.2. Strategy Mapping

5.3. Company Market Position Analysis, 2025

5.4. Company Profiles/Listing

5.4.1. NOW Foods

5.4.1.1. Overview

5.4.1.2. Financial Performance

5.4.1.3. Product Benchmarking

5.4.1.4. Strategic Initiatives

5.4.2. Life Extension

5.4.2.1. Overview

5.4.2.2. Financial Performance

5.4.2.3. Product Benchmarking

5.4.2.4. Strategic Initiatives

5.4.3. Nature's Bounty

5.4.3.1. Overview

5.4.3.2. Financial Performance

- 5.4.3.3. Product Benchmarking
- 5.4.3.4. Strategic Initiatives
- 5.4.4. Jarrow Formulas
 - 5.4.4.1. Overview
 - 5.4.4.2. Financial Performance
 - 5.4.4.3. Product Benchmarking
 - 5.4.4.4. Strategic Initiatives
- 5.4.5. Nature's Way
 - 5.4.5.1. Overview
 - 5.4.5.2. Financial Performance
 - 5.4.5.3. Product Benchmarking
 - 5.4.5.4. Strategic Initiatives
- 5.4.6. Thorne
 - 5.4.6.1. Overview
 - 5.4.6.2. Financial Performance
 - 5.4.6.3. Product Benchmarking
 - 5.4.6.4. Strategic Initiatives
- 5.4.7. Himalaya
 - 5.4.7.1. Overview
 - 5.4.7.2. Financial Performance
 - 5.4.7.3. Product Benchmarking
 - 5.4.7.4. Strategic Initiatives
- 5.4.8. Pure Encapsulations
 - 5.4.8.1. Overview
 - 5.4.8.2. Financial Performance
 - 5.4.8.3. Product Benchmarking
 - 5.4.8.4. Strategic Initiatives
- 5.4.9. Hims & Hers Health, Inc.
 - 5.4.9.1. Overview
 - 5.4.9.2. Financial Performance
 - 5.4.9.3. Product Benchmarking
 - 5.4.9.4. Strategic Initiatives
- 5.4.10. Ro
 - 5.4.10.1. Overview
 - 5.4.10.2. Financial Performance
 - 5.4.10.3. Product Benchmarking
 - 5.4.10.4. Strategic Initiatives
- 5.4.11. Elysium Health
 - 5.4.11.1. Overview

- 5.4.11.2. Financial Performance
- 5.4.11.3. Product Benchmarking
- 5.4.11.4. Strategic Initiatives
- 5.4.12. Niagen Bioscience (ChromaDex)
 - 5.4.12.1. Overview
 - 5.4.12.2. Financial Performance
 - 5.4.12.3. Product Benchmarking
 - 5.4.12.4. Strategic Initiatives
- 5.4.13. ProHealth
 - 5.4.13.1. Overview
 - 5.4.13.2. Financial Performance
 - 5.4.13.3. Product Benchmarking
 - 5.4.13.4. Strategic Initiatives
- 5.4.14. RevGenetics
 - 5.4.14.1. Overview
 - 5.4.14.2. Financial Performance
 - 5.4.14.3. Product Benchmarking
 - 5.4.14.4. Strategic Initiatives
- 5.4.15. Codeage LLC
 - 5.4.15.1. Overview
 - 5.4.15.2. Financial Performance
 - 5.4.15.3. Product Benchmarking
 - 5.4.15.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

Table 1. U.S. longevity & general wellness supplements market estimates & forecasts

Table 2. U.S. longevity & general wellness supplements market estimates & forecasts, by application, 2021 -2033 (USD Million)

List Of Figures

LIST OF FIGURES

- Fig. 1 U.S. longevity & general wellness supplements market segmentation
- Fig. 2 Data analysis models
- Fig. 3 Market formulation and validation
- Fig. 4 Data validating & publishing
- Fig. 5 Market research process
- Fig. 6 Information procurement
- Fig. 7 Primary research
- Fig. 8 Value-chain-based sizing & forecasting
- Fig. 9 QFD modelling for market share assessment
- Fig. 10 Market formulation & validation
- Fig. 11 Market snapshot
- Fig. 12 Segment snapshot
- Fig. 13 Competitive landscape snapshot
- Fig. 14 Market trends & outlook
- Fig. 15 Percentage of adults aged 20 and over who used any dietary supplement: U.S.
- Fig. 16 PESTEL analysis
- Fig. 17 Porter's five forces analysis
- Fig. 18 U.S. longevity & general wellness supplements market: Application outlook key takeaways
- Fig. 19 U.S. longevity & general wellness supplements market: Application movement analysis
- Fig. 20 Longevity supplements market, 2021 - 2033 (USD Million)
- Fig. 21 NMN market, 2021 - 2033 (USD Million)
- Fig. 22 NR market, 2021 - 2033 (USD Million)
- Fig. 23 NAD+ market, 2021 - 2033 (USD Million)
- Fig. 24 NADH market, 2021 - 2033 (USD Million)
- Fig. 25 Resveratrol market, 2021 - 2033 (USD Million)
- Fig. 26 Fisetin market, 2021 - 2033 (USD Million)
- Fig. 27 Quercetin market, 2021 - 2033 (USD Million)
- Fig. 28 Curcumin market, 2021 - 2033 (USD Million)
- Fig. 29 Collagen market, 2021 - 2033 (USD Million)
- Fig. 30 Pterostilbene market, 2021 - 2033 (USD Million)
- Fig. 31 Others market, 2021 - 2033 (USD Million)
- Fig. 32 Online market, 2021 - 2033 (USD Million)

- Fig. 33 Direct to consumer market, 2021 - 2033 (USD Million)
- Fig. 34 Other e-commerce channels market, 2021 - 2033 (USD Million)
- Fig. 35 Offline market, 2021 - 2033 (USD Million)
- Fig. 36 Hypermarkets/supermarkets market, 2021 - 2033 (USD Million)
- Fig. 37 Pharmacies & drug stores market, 2021 - 2033 (USD Million)
- Fig. 38 Others market, 2021 - 2033 (USD Million)
- Fig. 39 General wellness supplements market, 2021 - 2033 (USD Million)
- Fig. 40 Vitamins market, 2021 - 2033 (USD Million)
- Fig. 41 Multivitamin market, 2021 - 2033 (USD Million)
- Fig. 42 Individual vitamin market, 2021 - 2033 (USD Million)
- Fig. 43 Minerals market, 2021 - 2033 (USD Million)
- Fig. 44 Amino acids market, 2021 - 2033 (USD Million)
- Fig. 45 Probiotics market, 2021 - 2033 (USD Million)
- Fig. 46 Collagen market, 2021 - 2033 (USD Million)
- Fig. 47 Fish oils market, 2021 - 2033 (USD Million)
- Fig. 48 Coenzyme Q10 market, 2021 - 2033 (USD Million)
- Fig. 49 Herbal extracts market, 2021 - 2033 (USD Million)
- Fig. 50 Others market, 2021 - 2033 (USD Million)
- Fig. 51 Online market, 2021 - 2033 (USD Million)
- Fig. 52 Direct to consumer market, 2021 - 2033 (USD Million)
- Fig. 53 Other e-commerce channels market, 2021 - 2033 (USD Million)
- Fig. 54 Offline market, 2021 - 2033 (USD Million)
- Fig. 55 Hypermarkets/supermarkets market, 2021 - 2033 (USD Million)
- Fig. 56 Pharmacies & drug stores market, 2021 - 2033 (USD Million)
- Fig. 57 Others market, 2021 - 2033 (USD Million)
- Fig. 58 Market participant categorization
- Fig. 59 Market position analysis, 2025
- Fig. 60 Strategic framework

I would like to order

Product name: U.S. Longevity & General Wellness Supplements Market Size, Share & Trends Analysis Report By Application (Longevity Supplements, General Wellness Supplements), And Segment Forecasts, Consumer Behavior And Competitive Analysis, 2026 - 2033

Product link: <https://marketpublishers.com/r/U35C5A503874EN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/U35C5A503874EN.html>