

U.S. Longevity And General Wellness Supplements Market Size, Share & Trends Analysis Report By Application (Longevity Supplements, General Wellness Supplements), And Segment Forecasts, 2025 - 2033

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Abstracts

Market Size & Trends

The U.S. longevity and general wellness supplements market size was estimated at USD 6.01 billion in 2024 and is projected to grow at a CAGR of 6.02% from 2025 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.

Innovations in formulation, science-backed ingredients, and the expanding availability of supplements through e-commerce and retail channels are expected to fuel market expansion over the forecast period.

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

Moreover, younger generations, Millennials and Gen Z, focus on preventive health and wellness optimization. These groups are more proactive about their health, often

adopting supplements as part of daily routines to boost immunity, manage stress, improve skin health, and enhance longevity from an earlier age. This intergenerational interest is expanding the market's consumer base, driving innovation in formulation, personalization, and delivery formats. The combined effect of an aging population and health-conscious younger consumers is reshaping market dynamics, fostering long-term growth opportunities for brands that cater to diverse age groups with targeted, science-backed wellness solutions.

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

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

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