

U.S. Nutraceuticals Market Size, Share & Trends Analysis Report By Product (Dietary Supplements, Functional Food, Functional Beverages, Infant Formula), By Application, By Distribution Channel, And Segment Forecasts, 2025 - 2030

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Abstracts

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U.S. Nutraceuticals Market Size & Trends

The U.S. nutraceuticals market size was valued at USD 163.7 billion in 2024 and is anticipated to grow at a CAGR of 6.2% from 2025 to 2030. The market growth is attributed to the increasing awareness of preventative healthcare and a growing interest in natural and holistic wellness solutions. This trend is supported by an aging population seeking to maintain their health and vitality, as well as a younger generation increasingly proactive in managing their well-being. Moreover, the ease of access to information through online platforms and social media has also played a significant role in educating consumers about the potential benefits of nutraceuticals, further propelling market expansion. Besides, consumers are actively researching ingredients and seeking products with specific health benefits, pushing demand for items targeting gut health, immunity, cognitive function, and energy levels.

One of the most significant demand drivers is the increasing prevalence of chronic diseases such as obesity, diabetes, and cardiovascular issues. Consumers are actively seeking ways to manage and prevent these conditions through diet and supplementation, creating a strong market for functional foods and beverages enriched with vitamins, minerals, and other bioactive compounds, such as protein-enriched snacks, beverages containing adaptogens, and functional yogurts with probiotics. The

focus on gut health, driven by a growing scientific understanding of its importance overall well-being, has also contributed to the popularity of probiotics and prebiotics in supplements and functional food products. Additionally, the demand for organic, plant-based, and clean-label products is surging, with consumers prioritizing natural, minimally processed nutraceutical ingredients and avoiding artificial additives.

The functional beverage category is experiencing particularly strong growth, driven by demand for convenient and on-the-go health solutions. Energy drinks, fortified waters, and probiotic-rich beverages are all becoming increasingly popular choices for consumers seeking a quick way to boost their well-being, replenish electrolytes, or support their gut health. The availability of innovative formats and flavors, combined with aggressive marketing campaigns, has significantly broadened the appeal of these products. Similarly, the infant formula sector is seeing steady demand, largely fueled by parents who seek optimal nutrition for their children, with an emphasis on formulas that mimic the benefits of breast milk and address specific developmental needs. Moreover, the increasing rate of working mothers and their need for convenient nutrition are also significant demand drivers for this sector.

Innovative product development and marketing strategies also play a crucial role in driving demand for nutraceuticals. Manufacturers are continually launching new and innovative formulations that are tailored to specific consumer needs and preferences. Personalized nutrition, tailored to individual genetic profiles, is an emerging trend that is gaining traction. Moreover, marketing campaigns emphasizing the scientific evidence and health benefits of nutraceuticals are resonating with consumers and driving sales. Furthermore, the rise of e-commerce has provided convenient access to a wider array of nutraceutical products, enabling consumers to easily research and purchase options tailored to their individual needs.

U.S. Nutraceuticals Market Report Segmentation

This report forecasts revenue growth at a country level and provides an analysis of the industry trends in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the U.S. nutraceuticals market report based on product, application, and distribution channel:

Product Outlook (Revenue, USD Million, 2018 - 2030)

Dietary Supplements

Tablets

Vitamin

Multivitamin

Vitamin A

Vitamin B

Vitamin C

Vitamin D

Vitamin K

Vitamin E

Botanicals

Minerals

Calcium

Potassium

Magnesium

Iron

Zinc

Others

Proteins & Amino Acids

Collagen

Others

Fibers & Specialty Carbohydrates

Omega Fatty Acids

Probiotics

Prebiotics & Postbiotics

Others

Capsules

Vitamin

Multivitamin

Vitamin A

Vitamin B

Vitamin C

Vitamin D

Vitamin K

Vitamin E

Botanicals

Minerals

Calcium

Potassium

Magnesium

Iron

Zinc

Others

Proteins & Amino Acids

Collagen

Others

Fibers & Specialty Carbohydrates

Omega Fatty Acids

Probiotics

Prebiotics & Postbiotics

Others

Soft Gels

Vitamin

Multivitamin

Vitamin A

Vitamin B

Vitamin C

Vitamin D

Vitamin K

Vitamin E

Botanicals

Minerals

Calcium

Potassium

Magnesium

Iron

Zinc

Others

Proteins & Amino Acids

Collagen

Others

Fibers & Specialty Carbohydrates

Omega Fatty Acids

Probiotics

Prebiotics & Postbiotics

Others

Powders

Vitamin

Multivitamin

Vitamin A

Vitamin B

Vitamin C

Vitamin D

Vitamin K

Vitamin E

Botanicals

Minerals

Calcium

Potassium

Magnesium

Iron

Zinc

Others

Proteins & Amino Acids

Collagen

Others

Fibers & Specialty Carbohydrates

Omega Fatty Acids

Probiotics

Prebiotics & Postbiotics

Others

Gummies

Vitamin

Multivitamin

Vitamin A

Vitamin B

Vitamin C

Vitamin D

Vitamin K

Vitamin E

Botanicals

Minerals

Calcium

Potassium

Magnesium

Iron

Zinc

Others

Proteins & Amino Acids

Collagen

Others

Fibers & Specialty Carbohydrates

Omega Fatty Acids

Probiotics

Prebiotics & Postbiotics

Others

Liquid

Vitamin

Multivitamin

Vitamin A

Vitamin B

Vitamin C

Vitamin D

Vitamin K

Vitamin E

Botanicals

Minerals

Calcium

Potassium

Magnesium

Iron

Zinc

Others

Proteins & Amino Acids

Collagen

Others

Fibers & Specialty Carbohydrates

Omega Fatty Acids

Probiotics

Prebiotics & Postbiotics

Others

Others

Vitamin

Multivitamin

Vitamin A

Vitamin B

Vitamin C

Vitamin D

Vitamin K

Vitamin E

Botanicals

Minerals

Calcium

Potassium

Magnesium

Iron

Zinc

Others

Proteins & Amino Acids

Collagen

Others

Fibers & Specialty Carbohydrates

Omega Fatty Acids

Probiotics

Prebiotics & Postbiotics

Others

Functional Food

Vegetable and Seed Oil

Sweet Biscuits, Snack Bars and Fruit Snacks

Dairy

Baby Food

Breakfast Cereals

Others

Functional Beverages

Energy drink

Sports drink

Others

Infant Formula

Application Outlook (Revenue, USD Million, 2018 - 2030)

Allergy & Intolerance

Healthy Ageing

Bone & Joint Health

Cancer Prevention

Children's Health

Cognitive Health

Diabetes

Digestive / Gut Health

Energy & Endurance

Eye Health

Heart Health

Immune System

Infant Health

Inflammation

Maternal Health

Men's Health

Nutricosmetics

Oral Care

Personalised Nutrition

Post Pregnancy Health

Sexual Health

Skin Health

Sports Nutrition

Weight Management & Satiety

Women's Health

Others

Distribution Channel Outlook (Revenue, USD Million, 2018 - 2030)

Offline

Supermarkets & Hypermarkets

Pharmacies

Specialty Stores

Practitioner

Grocery Stores

Others

Online

Amazon

Other Online Retail Stores

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 - 5.4.7.2.4.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
- 5.4.7.2.5. Vitamin C
 - 5.4.7.2.5.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
- 5.4.7.2.6. Vitamin D
 - 5.4.7.2.6.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
- 5.4.7.2.7. Vitamin K
 - 5.4.7.2.7.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
- 5.4.7.2.8. Vitamin E
 - 5.4.7.2.8.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
- 5.4.7.3. Botanicals
 - 5.4.7.3.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
- 5.4.7.4. Minerals
 - 5.4.7.4.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
 - 5.4.7.4.2. Calcium
 - 5.4.7.4.2.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
 - 5.4.7.4.3. Potassium
 - 5.4.7.4.3.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
 - 5.4.7.4.4. Magnesium
 - 5.4.7.4.4.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
 - 5.4.7.4.5. Iron
 - 5.4.7.4.5.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
 - 5.4.7.4.6. Zinc
 - 5.4.7.4.6.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
 - 5.4.7.4.7. Others
 - 5.4.7.4.7.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
- 5.4.7.5. Proteins & Amino Acids
 - 5.4.7.5.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
 - 5.4.7.5.2. Collagen
 - 5.4.7.5.2.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
 - 5.4.7.5.3. Others
 - 5.4.7.5.3.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
- 5.4.7.6. Fibers & Specialty Carbohydrates
 - 5.4.7.6.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
- 5.4.7.7. Omega Fatty Acids
 - 5.4.7.7.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
- 5.4.7.8. Probiotics
 - 5.4.7.8.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
- 5.4.7.9. Prebiotics & Postbiotics

- 5.4.7.9.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
- 5.4.7.10. Others
 - 5.4.7.10.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
- 5.4.8. Others
 - 5.4.8.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
 - 5.4.8.2. Vitamin
 - 5.4.8.2.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
 - 5.4.8.2.2. Multivitamin
 - 5.4.8.2.2.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
 - 5.4.8.2.3. Vitamin A
 - 5.4.8.2.3.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
 - 5.4.8.2.4. Vitamin B
 - 5.4.8.2.4.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
 - 5.4.8.2.5. Vitamin C
 - 5.4.8.2.5.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
 - 5.4.8.2.6. Vitamin D
 - 5.4.8.2.6.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
 - 5.4.8.2.7. Vitamin K
 - 5.4.8.2.7.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
 - 5.4.8.2.8. Vitamin E
 - 5.4.8.2.8.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
 - 5.4.8.3. Botanicals
 - 5.4.8.3.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
 - 5.4.8.4. Minerals
 - 5.4.8.4.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
 - 5.4.8.4.2. Calcium
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 - 5.4.8.4.3. Potassium
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 - 5.4.8.4.4.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
 - 5.4.8.4.5. Iron
 - 5.4.8.4.5.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
 - 5.4.8.4.6. Zinc
 - 5.4.8.4.6.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
 - 5.4.8.4.7. Others
 - 5.4.8.4.7.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)
 - 5.4.8.5. Proteins & Amino Acids
 - 5.4.8.5.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.4.8.5.2. Collagen

5.4.8.5.2.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.4.8.5.3. Others

5.4.8.5.3.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.4.8.6. Fibers & Specialty Carbohydrates

5.4.8.6.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.4.8.7. Omega Fatty Acids

5.4.8.7.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.4.8.8. Probiotics

5.4.8.8.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.4.8.9. Prebiotics & Postbiotics

5.4.8.9.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.4.8.10. Others

5.4.8.10.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.5. Functional Food

5.5.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.5.2. Vegetable and Seed Oil

5.5.2.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.5.3. Sweet Biscuits, Snack Bars and Fruit Snacks

5.5.3.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.5.4. Dairy

5.5.4.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.5.5. Baby Food

5.5.5.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.5.6. Breakfast Cereals

5.5.6.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.5.7. Others

5.5.7.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.6. Functional Beverages

5.6.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.6.2. Energy drink

5.6.2.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.6.3. Sports drink

5.6.3.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.6.4. Others

5.6.4.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

5.7. Infant Formula

5.7.1. Market Estimates & Forecasts, 2018 - 2030 (USD Million)

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