

U.S. Nutritional Supplements Market Size, Share & Trends Analysis Report by Product (Sports Nutrition, Fat Burners, Dietary Supplements, Functional Foods & Beverages), By Consumer Group, By Formulation, By Sales Channel, By Application, And Segment Forecasts, 2025 - 2030

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Abstracts

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U.S. Nutritional Supplements Market Trends

The U.S. nutritional supplements market size was valued at USD 112.6 billion in 2024 and is anticipated to grow at a CAGR of 4.9% from 2025 to 2030. The growing awareness and prioritization of health and wellness among consumers fuels the demand for nutritional supplements. This includes approaching proactive ways such as improving their well-being, which leads to purchasing supplements that address nutritional deficiencies and obesity and enhance immunity, energy levels, and mental health. E-commerce has become a significant distribution channel, allowing consumers an easier access to a wide range of products. Therefore, the market is poised for substantial expansion as consumer awareness of health and preventive care continues to rise.

The prevalence of chronic health conditions, such as heart disease, diabetes, and obesity, is rising globally. As these conditions have become more common, people are turning to supplements as a preventive or complementary approach to traditional medical treatments. Nutritional supplements are increasingly perceived as a way to manage and prevent health issues, especially among those looking to avoid medications or seek natural alternatives. The aging population in the U.S. has contributed to the growing

demand for supplements. Adults require extra nutritional support for bone, joint, cognitive, and heart health. The need for supplements to maintain vitality and manage age-related conditions is increasing with demand.

Concerns such as immunity and overall health are making individuals shift their focus toward supplements to bolster their immune systems and protect against illnesses. This results in the demand for immune-supporting supplements, such as Vitamin C, D, and zinc, accelerating market growth. For instance, in 2023, a recent survey revealed that most adults in the U.S. use dietary supplements, 58.5% of adults reported using at least one supplement, and a third of children and adolescents followed the same pattern.

According to the U.S. Food and Drug Administration, the dietary supplements are coordinated by the Human Foods Program's Office of Food Chemical Safety, Dietary Supplement, and Innovation. In addition, before the product is marketed, manufacturers and distributors are expected to evaluate the safety and labeling of their products and meet all the requirements amended by DSHEA and FDA regulations. The expansion of e-commerce has made nutritional supplements more accessible to a wider audience. Online shopping platforms provide consumers with a convenient way to purchase various supplements alongside expert recommendations, reviews, and competitive pricing. This ease of access, combined with social media influence and marketing, is expected to fuel the popularity of supplements among younger demographics, which are particularly influenced by wellness trends.

U.S. Nutritional Supplements Market Report Segmentation

This report forecasts revenue growth at country levels and analyzes the latest industry trends in each sub-segment from 2018 to 2030. For this study, Grand View Research has segmented the U.S. nutritional supplements market report based on product, consumer group, formulation, sales channel, and application.

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

Sports Nutrition

Sports Supplements

Protein Supplements

Egg Protein

Soy Protein

Pea Protein

Lentin Protein

Hemp Protein

Casein

Quinoa Protein

Whey Protein

Whey Protein Isolate

Whey Protein Concentrate

Vitamins

Minerals

Calcium

Potassium

Magnesium

Iron

Zinc

AminoAcids

BCAA

Arginine

Aspartate

Glutamine

Beta Alanine

Creatine

L-carnitine

Probiotics

Omega-3 Fatty Acids

Carbohydrates

Maltodextrin

Dextrose

Waxy Maize

Karbolyn

Detox Supplements

Electrolytes

Others

Sports Drinks

Isotonic

Hypotonic

Hypertonic

Sports Foods

Protein Bars

Energy Bars

Protein Gel

Meal Replacement Products

Weight Loss Product

Fat Burners

Green Tea

Fiber

Protein

Green Coffee

Others

Dietary Supplements

Vitamins

Multivitamin

Vitamin A

Vitamin B

Vitamin C

Vitamin D

Vitamin E

Minerals

Enzymes

Amino Acids

Conjugated Linoleic Acids

Others

Functional Foods and Beverages

Probiotics

Omega-3

Others

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

Tablets

Capsules

Powder

Softgels

Liquid

Others

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

Brick & Mortar

Direct Selling

Chemist/ Pharmacies

Health Food Shops

Hyper Markets

Super Markets

E-Commerce

Consumer Group Outlook (Revenue, USD Million, 2018 - 2030)

Infants

Children

Adults

Age Group 21 t30

Age Group 31 t40

Age Group 41 t50

Age Group 51 t65

Pregnant

Geriatric

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

Sports & Athletics

General Health

Bone & Joint Health

Brain Health

Gastrointestinal Health

Immune Health

Cardiovascular Health

Skin/ Hair/ Nails

Sexual Health

Women Health

Anti-Aging

Weight Management

Others

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