

U.S. Vitamin Supplements Market Size, Share & Trends Analysis Report By Type (Multivitamin, Vitamin A, Vitamin B), By Form (Powder, Tablets), By Distribution Channel (Offline, Online), And Segment Forecasts, 2025 - 2033

<https://marketpublishers.com/r/U5F90C2B8E66EN.html>

Date: December 2025

Pages: 90

Price: US\$ 5,950.00 (Single User License)

ID: U5F90C2B8E66EN

Abstracts

Summary

The U.S. vitamin supplements market size was estimated at USD 15,063.2 million in 2024 and is projected to reach USD 21,367.4 million by 2033, growing at a CAGR of 4.0% from 2025 to 2033. Several factors, including increasing health-oriented consumer trends, concerns about nutrient deficiencies, an aging population, and rising interest in preventative healthcare, drive the market growth.

Increased awareness of nutritional deficiencies, hectic lifestyles, and a desire for convenient ways to ensure adequate nutrient intake are driving the growth of the U.S. vitamin supplements industry.

In the U.S., consumers are seeking customized vitamin supplements tailored to their specific health needs, lifestyle, and genetic factors. This trend is being facilitated by advancements in technology, such as genetic testing and data analytics, which allow manufacturers to create more personalized supplement formulations. Companies are investing in research and development to offer unique, personalized vitamin supplements that could address individual deficiencies and optimize health outcomes.

In February 2023, GenoPalate launched a new line of personalized supplements called GenoVit. The company utilizes DNA analysis to create a personalized formula tailored to an individual's genetics, age, gender, and current dietary habits. The goal is to

optimize vitamin and supplement intake according to specific nutrient needs. The company acknowledges common deficiencies in vitamin D, omega-3 fatty acids, and vitamin B12, and aims to provide a solution for individuals who may not be able to obtain all necessary micronutrients from their diet alone.

U.S. Vitamin Supplements Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the U.S. vitamin supplements market report based on type, form, and distribution channel:

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

Multivitamin

Vitamin A

Vitamin B

Vitamin C

Vitamin D

Vitamin E

Vitamin K

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

Powder

Tablets

Capsules

Softgels

Gummies

Others

Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

Offline

Pharmacies & Drugstores

Hypermarkets/Supermarkets

Others

Online

This report can be delivered to the clients within 3 Business Days

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