

Vegan Omega-3 Supplements Market Size, Share & Trends Analysis Report By Source (Algae, Flaxseed), By Form (Capsules, Liquid), By Functionality, By End-use, By Distribution Channel (OTC, Prescribed), By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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Vegan Omega-3 Supplements Market Growth & Trends

The global vegan omega-3 supplements market is expected to reach USD 2.98 billion by 2030, growing at a CAGR of 9.2% from 2024 to 2030, according to a new report by Grand View Research, Inc. The market is mainly driven by driven by a confluence of health, environmental, and ethical factors. One of the primary drivers is the increasing awareness of the health benefits associated with omega-3 fatty acids, which include improved cardiovascular health, enhanced cognitive function, and anti-inflammatory properties.

Consumers are becoming more health-conscious and are actively seeking plant-based alternatives to traditional fish oil supplements. For example, algae-based omega-3 supplements are gaining popularity as they provide a sustainable and vegan-friendly source of essential fatty acids, particularly EPA and DHA. Environmental concerns also play a crucial role; overfishing and the ecological impact of fish oil production have prompted a shift towards more sustainable sources.

The appeal of vegan omega-3 supplements is further enhanced by the introduction of innovative delivery systems, such as pectin-based softgels. These advancements address concerns regarding gelatin-derived capsules and provide a more attractive

option for consumers seeking vegan-friendly supplements. As the market evolves, manufacturers and suppliers have the opportunity to capitalize on the growing demand by offering high-quality, sustainable, and effective vegan omega-3 supplements to meet the needs of a diverse consumer base.

The competitive landscape of the vegan omega-3 supplement market is characterized by a mix of established nutraceutical companies and emerging startups, all vying for a share of this rapidly growing segment. Major players like Barlean's Organic Liquid, LLC, i-Health, Inc., Source Naturals, Inc., NUTRU, Nordic Naturals, Calgee, and NOW Foods, have established a strong presence by leveraging their expertise in plant-based formulations and sustainable sourcing.

Vegan Omega-3 Supplements Market Report Highlights

Algae-based vegan omega-3 supplements held a 75.4% market share of global revenues in 2023, driven by increased awareness of the purity and sustainability of algal oil.

The market is projected to grow at a CAGR of 9.6% from 2024 to 2030. Manufacturers are expanding their product lines to include alternative forms, such as powder, to cater to diverse consumer preferences.

Cardiovascular vegan omega-3 supplements accounted for 37.0% of global revenues in 2023. These supplements are commonly used for promoting cardiovascular health, offering significant benefits for maintaining heart function and reducing the risk of heart-related issues.

The market in North America held a 37.1% share of global revenue in 2023, driven primarily by a growing consumer preference for plant-based alternatives and the increasing adoption of vegan and vegetarian lifestyles.

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