

Philippines Dietary Supplements Market Size, Share, Trends and Forecast by Product Type, Form, Distribution Channel, Application, End User, and Region, 2026-2034

<https://marketpublishers.com/r/P37938244163EN.html>

Date: August 2026

Pages: 119

Price: US\$ 2,999.00 (Single User License)

ID: P37938244163EN

Abstracts

The Philippines dietary supplements market size reached USD 959.4 Million in 2025. Looking forward, IMARC Group expects the market to reach USD 2,431.2 Million by 2034, exhibiting a growth rate (CAGR) of 10.56% during 2026-2034. At present, consumers are increasingly becoming health-conscious and putting preventive healthcare at the top of their priorities. Apart from this, the consistent increase in disposable incomes of the masses is impelling the market growth. Additionally, the enlargement of retail channels and rising adoption of e-commerce platforms are expanding the Philippines dietary supplements market share.

PHILIPPINES DIETARY SUPPLEMENTS MARKET TRENDS:

Growing Health Consciousness Among Consumers

The Philippines dietary supplements industry is showing consistent growth as consumers are increasingly becoming health-conscious and putting preventive healthcare at the top of their priorities. Filipinos are regularly diverting their attention from reactive treatment to proactive wellness, and this is significantly impacting demand for vitamins, minerals, and herbal supplements. Rising knowledge of lifestyle diseases, including diabetes, hypertension, and obesity, is pushing people to add supplements to their daily lives. Further, social media platforms, online health forums, and fitness influencers are continuously advocating healthier lifestyles, thus pushing people towards using supplements. Consumers not only take conventional vitamins like Vitamin C but also look for specialist supplements for immunity, digestive health, and skin care.

This trend is again reinforcing the notion of a need for daily supplementation in order to achieve long-term well-being, and therefore, the market is continually observing sustained consumer demand and steady product adoption across different demographic groups. In 2025, due to the increasing need for premium health supplements in the Philippines, Sole Pharma, a prominent European pharmaceutical manufacturer, declared its expansion into the Southeast Asian market. Products can be purchased online via Mercury Drug, Watson's, Rose's Pharmacy, and Allgreen RX, along with Sole Pharma's official stores on Lazada and Shopee.

Increasing Investments in Health-Benefiting Products

The Philippines dietary supplements market is growing, supported by the consistent increase in disposable incomes of the masses. As Filipinos earn better incomes and attain greater financial security, they are spending part of their earnings on health-related products, including nutritional supplements. The transition in consumer behavior and lifestyle is resulting in increased willingness to spend on premium and specialist categories of supplements, including probiotics, omega fatty acids, and individualized nutrition products. Also, a fast-paced lifestyle is changing the way people eat, with working professionals and working families tending to eat convenient but lower-nutrient foods, which is forcing the perceived necessity of supplements. Higher purchasing power from consumers is making them opt for high-quality, branded, and imported supplements. The rising level of household incomes is constantly increasing affordability and availability of products, ensuring the supplement market gains momentum progressively across the country.

Greater Accessibility Through Retail Expansion and E-Commerce

The industry in the Philippines is constantly growing, with distribution channels becoming increasingly diversified and accessible. Electronic platforms are taking a key role in redefining the purchasing behavior of consumers, as online platforms are providing a diverse array of supplements at reasonable prices along with doorstep delivery. This realignment is allowing both domestic and foreign brands to move more deeply into the market and access consumers in urban and rural environments. Pharmacies, supermarkets, and specialty health stores are also increasing product assortments, offering increased convenience and visibility for supplements. Digital marketing efforts, influencer backing, and online promotion are raising product awareness and prompting trial purchases among tech-savvy consumers at an all-time high. Furthermore, subscription-based delivery models of supplements are becoming increasingly popular, ensuring product availability on a regular basis and encouraging

consumption behavior. IMARC Group predicts that the Philippines e-commerce market is projected to attain USD 75.59 Billion by 2033.

PHILIPPINES DIETARY SUPPLEMENTS MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country and regional levels for 2026-2034. Our report has categorized the market based on product type, form, distribution channel, application, and end user.

Product Type Insights:

Vitamin and Mineral Dietary Supplements

Herbal Dietary Supplements

Protein Dietary Supplements

Others

The report has provided a detailed breakup and analysis of the market based on the product type. This includes vitamin and mineral dietary supplements, herbal dietary supplements, protein dietary supplements, and others.

Form Insights:

Tablets

Capsules

Powders

Liquids

Soft Gels

Gel Caps

A detailed breakup and analysis of the market based on the form have also been provided in the report. This includes tablets, capsules, powders, liquids, soft gels, and gel caps.

Distribution Channel Insights:

Pharmacies and Drug Stores

Supermarkets and Hypermarkets

Online Channels

Others

A detailed breakup and analysis of the market based on the distribution channel have also been provided in the report. This includes pharmacies and drug stores, supermarkets and hypermarkets, online channels, and others.

Application Insights:

Additional Supplements

Medicinal Supplement

Sports Nutrition

A detailed breakup and analysis of the market based on the application have also been provided in the report. This includes additional supplements, medicinal supplements, and sports nutrition.

End User Insights:

Infant

Children

Adults

Pregnant Women

Old-Aged

A detailed breakup and analysis of the market based on the end user have also been provided in the report. This includes infant, children, adults, pregnant women, and old-aged.

Regional Insights:

Luzon

Visayas

Mindanao

The report has also provided a comprehensive analysis of all the major regional markets, which include Luzon, Visayas, and Mindanao.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

Frequently Asked Questions About the Philippines Dietary Supplements Market Report

- 1.What is the current size of the Philippines dietary supplements market?
- 2.What is the expected growth rate of the Philippines dietary supplements market during 2026-2034?
- 3.What factors are driving the growth of the Philippines dietary supplements market?
- 4.Which segments are covered in the Philippines dietary supplements market report?
- 5.What trends are shaping the future of the Philippines dietary supplements market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 PHILIPPINES DIETARY SUPPLEMENTS MARKET - INTRODUCTION

- 4.1 Overview
- 4.2 Market Dynamics
- 4.3 Industry Trends
- 4.4 Competitive Intelligence

5 PHILIPPINES DIETARY SUPPLEMENTS MARKET LANDSCAPE

- 5.1 Historical and Current Market Trends (2020-2025)
- 5.2 Market Forecast (2026-2034)

6 PHILIPPINES DIETARY SUPPLEMENTS MARKET - BREAKUP BY PRODUCT TYPE

- 6.1 Vitamin and Mineral Dietary Supplements
 - 6.1.1 Overview
 - 6.1.2 Historical and Current Market Trends (2020-2025)
 - 6.1.3 Market Forecast (2026-2034)
- 6.2 Herbal Dietary Supplements
 - 6.2.1 Overview

6.2.2 Historical and Current Market Trends (2020-2025)

6.2.3 Market Forecast (2026-2034)

6.3 Protein Dietary Supplements

6.3.1 Overview

6.3.2 Historical and Current Market Trends (2020-2025)

6.3.3 Market Forecast (2026-2034)

6.4 Others

6.4.1 Historical and Current Market Trends (2020-2025)

6.4.2 Market Forecast (2026-2034)

7 PHILIPPINES DIETARY SUPPLEMENTS MARKET - BREAKUP BY FORM

7.1 Tablets

7.1.1 Overview

7.1.2 Historical and Current Market Trends (2020-2025)

7.1.3 Market Forecast (2026-2034)

7.2 Capsules

7.2.1 Overview

7.2.2 Historical and Current Market Trends (2020-2025)

7.2.3 Market Forecast (2026-2034)

7.3 Powders

7.3.1 Overview

7.3.2 Historical and Current Market Trends (2020-2025)

7.3.3 Market Forecast (2026-2034)

7.4 Liquids

7.4.1 Overview

7.4.2 Historical and Current Market Trends (2020-2025)

7.4.3 Market Forecast (2026-2034)

7.5 Soft Gels

7.5.1 Overview

7.5.2 Historical and Current Market Trends (2020-2025)

7.5.3 Market Forecast (2026-2034)

7.6 Gel Caps

7.6.1 Overview

7.6.2 Historical and Current Market Trends (2020-2025)

7.6.3 Market Forecast (2026-2034)

8 PHILIPPINES DIETARY SUPPLEMENTS MARKET - BREAKUP BY DISTRIBUTION CHANNEL

8.1 Pharmacies and Drug Stores

8.1.1 Overview

8.1.2 Historical and Current Market Trends (2020-2025)

8.1.3 Market Forecast (2026-2034)

8.2 Supermarkets and Hypermarkets

8.2.1 Overview

8.2.2 Historical and Current Market Trends (2020-2025)

8.2.3 Market Forecast (2026-2034)

8.3 Online Channels

8.3.1 Overview

8.3.2 Historical and Current Market Trends (2020-2025)

8.3.3 Market Forecast (2026-2034)

8.4 Others

8.4.1 Historical and Current Market Trends (2020-2025)

8.4.2 Market Forecast (2026-2034)

9 PHILIPPINES DIETARY SUPPLEMENTS MARKET - BREAKUP BY APPLICATION

9.1 Additional Supplements

9.1.1 Overview

9.1.2 Historical and Current Market Trends (2020-2025)

9.1.3 Market Forecast (2026-2034)

9.2 Medicinal Supplement

9.2.1 Overview

9.2.2 Historical and Current Market Trends (2020-2025)

9.2.3 Market Forecast (2026-2034)

9.3 Sports Nutrition

9.3.1 Overview

9.3.2 Historical and Current Market Trends (2020-2025)

9.3.3 Market Forecast (2026-2034)

10 PHILIPPINES DIETARY SUPPLEMENTS MARKET - BREAKUP BY END USER

10.1 Infant

10.1.1 Overview

10.1.2 Historical and Current Market Trends (2020-2025)

10.1.3 Market Forecast (2026-2034)

10.2 Children

10.2.1 Overview

10.2.2 Historical and Current Market Trends (2020-2025)

10.2.3 Market Forecast (2026-2034)

10.3 Adults

10.3.1 Overview

10.3.2 Historical and Current Market Trends (2020-2025)

10.3.3 Market Forecast (2026-2034)

10.4 Pregnant Women

10.4.1 Overview

10.4.2 Historical and Current Market Trends (2020-2025)

10.4.3 Market Forecast (2026-2034)

10.5 Old-Aged

10.5.1 Overview

10.5.2 Historical and Current Market Trends (2020-2025)

10.5.3 Market Forecast (2026-2034)

11 PHILIPPINES DIETARY SUPPLEMENTS MARKET – BREAKUP BY REGION

11.1 Luzon

11.1.1 Overview

11.1.2 Historical and Current Market Trends (2020-2025)

11.1.3 Market Breakup by Product Type

11.1.4 Market Breakup by Form

11.1.5 Market Breakup by Distribution Channel

11.1.6 Market Breakup by Application

11.1.7 Market Breakup by End User

11.1.8 Key Players

11.1.9 Market Forecast (2026-2034)

11.2 Visayas

11.2.1 Overview

11.2.2 Historical and Current Market Trends (2020-2025)

11.2.3 Market Breakup by Product Type

11.2.4 Market Breakup by Form

11.2.5 Market Breakup by Distribution Channel

11.2.6 Market Breakup by Application

11.2.7 Market Breakup by End User

11.2.8 Key Players

11.2.9 Market Forecast (2026-2034)

11.3 Mindanao

- 11.3.1 Overview
- 11.3.2 Historical and Current Market Trends (2020-2025)
- 11.3.3 Market Breakup by Product Type
- 11.3.4 Market Breakup by Form
- 11.3.5 Market Breakup by Distribution Channel
- 11.3.6 Market Breakup by Application
- 11.3.7 Market Breakup by End User
- 11.3.8 Key Players
- 11.3.9 Market Forecast (2026-2034)

12 PHILIPPINES DIETARY SUPPLEMENTS MARKET – COMPETITIVE LANDSCAPE

- 12.1 Overview
- 12.2 Market Structure
- 12.3 Market Player Positioning
- 12.4 Top Winning Strategies
- 12.5 Competitive Dashboard
- 12.6 Company Evaluation Quadrant

13 PROFILES OF KEY PLAYERS

- 13.1 Company A
 - 13.1.1 Business Overview
 - 13.1.2 Products Offered
 - 13.1.3 Business Strategies
 - 13.1.4 SWOT Analysis
 - 13.1.5 Major News and Events
- 13.2 Company B
 - 13.2.1 Business Overview
 - 13.2.2 Products Offered
 - 13.2.3 Business Strategies
 - 13.2.4 SWOT Analysis
 - 13.2.5 Major News and Events
- 13.3 Company C
 - 13.3.1 Business Overview
 - 13.3.2 Products Offered
 - 13.3.3 Business Strategies
 - 13.3.4 SWOT Analysis

- 13.3.5 Major News and Events
- 13.4 Company D
 - 13.4.1 Business Overview
 - 13.4.2 Products Offered
 - 13.4.3 Business Strategies
 - 13.4.4 SWOT Analysis
 - 13.4.5 Major News and Events
- 13.5 Company E
 - 13.5.1 Business Overview
 - 13.5.2 Products Offered
 - 13.5.3 Business Strategies
 - 13.5.4 SWOT Analysis
 - 13.5.5 Major News and Events

14 PHILIPPINES DIETARY SUPPLEMENTS MARKET - INDUSTRY ANALYSIS

- 14.1 Drivers, Restraints, and Opportunities
 - 14.1.1 Overview
 - 14.1.2 Drivers
 - 14.1.3 Restraints
 - 14.1.4 Opportunities
- 14.2 Porters Five Forces Analysis
 - 14.2.1 Overview
 - 14.2.2 Bargaining Power of Buyers
 - 14.2.3 Bargaining Power of Suppliers
 - 14.2.4 Degree of Competition
 - 14.2.5 Threat of New Entrants
 - 14.2.6 Threat of Substitutes
- 14.3 Value Chain Analysis

15 APPENDIX

I would like to order

Product name: Philippines Dietary Supplements Market Size, Share, Trends and Forecast by Product Type, Form, Distribution Channel, Application, End User, and Region, 2026-2034

Product link: <https://marketpublishers.com/r/P37938244163EN.html>

Price: US\$ 2,999.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P37938244163EN.html>