

# Beauty Supplements - Company Evaluation Report, 2025

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## Abstracts

The Beauty Supplement Companies Quadrant is a comprehensive industry analysis that provides valuable insights into the global market for Beauty Supplement. This quadrant offers a detailed evaluation of key market players, technological advancements, product innovations, and industry trends. MarketsandMarkets 360 Quadrants evaluated over 140 companies, of which the Top 15 Beauty Supplement Companies were categorized and recognized as the quadrant leaders.

Beauty supplements, often marketed as nutricosmetics, are ingestible products formulated to enhance appearance by supporting the health of skin, hair, and nails from within. They contain a blend of vitamins, minerals, antioxidants, and bioactive ingredients such as collagen, biotin, hyaluronic acid, and botanical extracts. The core concept is that topical treatments are complemented by internal nourishment, addressing beauty concerns at a cellular level. This "beauty from within" approach aims to promote a naturally radiant and youthful appearance by improving the body's foundational structures.

The market for beauty supplements is experiencing robust growth, propelled by a paradigm shift in consumer behavior towards holistic health and wellness. There is a growing understanding, largely amplified by social media and wellness influencers, that diet and nutrition are directly linked to aesthetic appearance. The world's aging population is actively seeking preventative solutions to combat signs of aging like wrinkles and hair thinning. Furthermore, product innovation, including clinically tested ingredients and more palatable delivery formats like gummies and drinks, is increasing consumer trust and appeal.

Despite the booming demand, the industry faces notable restraints. A significant degree

of consumer skepticism persists, fueled by a lack of consistent scientific evidence for the efficacy of some products and exaggerated marketing claims. The market is also relatively under-regulated in many countries, leading to concerns about product quality, ingredient safety, and consistency. The premium price point of many high-quality supplements can be a barrier for a broad consumer base. Finally, the market is highly saturated, making it challenging for brands to stand out and build credibility.

The 360 Quadrant maps the Beauty Supplement companies based on criteria such as revenue, geographic presence, growth strategies, investments, and sales strategies for the market presence of the Beauty Supplement quadrant. The top criteria for product footprint evaluation included Ingredient Type [Antioxidants, Vitamins & Minerals, Omega-3 & Omega-6 Fatty Acids, Collagen, Probiotics, Hyaluronic Acid, Other Ingredient Types], Distribution Channel [Direct Sales & Multi-Level Marketing (MLM), Online Retail, Supermarkets & Hypermarkets, Pharmacies & Drugstores, Specialty Stores], Function [Anti-Aging, Skin Hydration & Glow, Hair Growth & Strength, Skin Brightening & Even Tone, Other Functions], Target Consumer [Women, Men], Form [Capsules, Tablets, And Softgels, Powders, Gummies, Liquids].

#### Key Players:

Major vendors in the Beauty Supplement market are Amway Corp (US), Nestlé (Switzerland), Nu Skin (US), Meiji Holdings Co., Ltd. (Japan), Herbalife International of America, Inc. (US), Unilever (UK), H&H Group (Hong Kong), Nature's Sunshine Products Inc. (US), Otsuka Holdings Co., Ltd (Japan), Haleon Group of Companies (UK), Vitaco (New Zealand), Vitabiotics Ltd (UK), Merz Consumer Care GmbH (Germany), Nordic Naturals (US), and Kinohimitsu (Singapore).

The key strategies major vendors implement in the Beauty Supplement market are partnerships, collaborations, product launches, and product enhancements.

#### Nestlé

Nestlé is the world's largest food and beverage company, commanding a dominant market position with an unparalleled portfolio of iconic brands like Nescafé, Maggi, and KitKat. The Swiss multinational's strategy focuses on disciplined portfolio management, investing heavily in high-growth categories such as coffee, pet care, and nutritional science while divesting slower assets. With a deep commitment to sustainability and a growing emphasis on health and wellness, Nestlé adapts its global offerings to local

tastes, particularly in key markets like India, ensuring its continued leadership in the fast-moving consumer goods sector.

## Unilever

Unilever is a global leader in the consumer goods industry, with a vast portfolio spanning beauty, personal care, and home care. Its powerhouse brands, including Dove, Lifebuoy, and Surf Excel, are staples in households worldwide, with its Indian arm, HUL, being a market stalwart. Strategically, Unilever is executing a major simplification plan, focusing its resources on its top "Power Brands" to accelerate growth and improve performance. This disciplined approach, combined with a renewed focus on science-backed innovation, is designed to strengthen its competitive edge and drive value in the global consumer market.

## Amway

Amway is the world's leading direct selling company, operating a global network of entrepreneurs in over 100 countries. Its business is anchored by its flagship Nutrilite brand of dietary supplements, alongside its Artistry skincare and home care product lines. Amway's core strategy is to evolve its model for the digital era by empowering its distributors with advanced social commerce tools and platforms. By focusing heavily on the high-growth health and wellness sector and modernizing its approach to micro-entrepreneurship, Amway is working to maintain its leadership and relevance in a changing retail landscape.

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