

# **Dietary Supplements Testing Market by Test Type (Identity/Authentication, Potency, Contaminants, Microbiological, and Others), Product Tested (Ingredients and Finished Products), Technology, End-use, Service Provider, and Region - Global Forecast to 2030**

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## **Abstracts**

The dietary supplements testing market is estimated at USD 2,400.0 million in 2025 and is projected to reach USD 3,652.2 million by 2030, at a CAGR of 8.8%.

The dietary supplements testing market is gaining significant traction, driven by increasing usage of dietary supplement products due to rising chronic disease prevalence, technological advancements in testing services, and increasing regulatory requirements for testing & compliance. Furthermore, the focus on ingredient traceability and supply chain transparency, as well as the rising demand for clean labels, vegan, and allergen-free products, is expected to enhance the demand for more testing of dietary supplement products. As the global appetite for dietary supplements continues to grow, the demand for robust and reliable testing services will remain at the core of ensuring product safety, consumer confidence, and regulatory alignment, making this field a cornerstone of the modern health and nutrition ecosystem.

Furthermore, international trade is increasingly governed by technical barriers to trade (TBTs), as well as non-tariff measures that require product testing, certification, and documentation to ensure safety and quality. To navigate these regulatory landscapes, exporters must often align with globally recognized standards like the Codex Alimentarius, developed by FAO/WHO, which harmonizes food safety and quality requirements across countries (Codex Alimentarius). As a result, the demand for

accredited laboratories capable of conducting validated tests, such as ingredient identification, microbial analysis, heavy metal detection, and stability testing, has significantly increased. However, the high cost of advanced testing methods and limited testing standards for emerging ingredients are expected to pose a challenge in the dietary supplements testing market.

“Disruptions in the dietary supplements testing market may offer opportunities for players.”

The market for dietary supplement testing services is witnessing major disruptions that are redefining the way laboratories, manufacturers, and regulatory players do business. One of the biggest disruptions is the rapid adoption of next-generation analytical technologies such as high-resolution mass spectrometry (HRMS), next-generation sequencing (NGS) for botanical authentication, contaminant detection through AI, and blockchain-based traceability systems, which are making testing faster, more accurate, and multi-analyte with lower costs. These instruments are replacing old, single-parameter testing methods and are putting pressure on smaller labs to modernize their capabilities and offerings. Additionally, the increasing global compliance requirements and test mandates from retailers, such as Amazon, CVS, and Walmart, now demand independent, third-party testing for supplements that get sold on their platforms, making outsourced testing essentially a commercial requirement rather than an optional quality measure. Furthermore, diversification in the global supply chain, regulatory requirements across multiple countries, and rising indices of adulteration are further transforming the global dietary supplements testing industry.

“The microbiological testing segment is projected to grow at a high rate.”

The microbial testing segment in the dietary supplements testing market is projected to grow at a significant rate, owing to increasing safety issues, increased Good Manufacturing Practices (GMP) regulatory limits, and the high risk of contamination in botanicals, probiotics, and minimally processed supplement products. Pathogens such as Salmonella, E. coli, and Listeria may cause recalls and brand reputation loss, so there is a requirement for routine testing of raw materials and finished goods. The growth in probiotic supplements contributes as well, since manufacturers need to confirm strain identification and the lack of pathogenic microbes. Furthermore, international ingredient sourcing and different hygiene standards contribute to the demand, while quicker methods like quantitative polymerase chain reaction (qPCR) and adenosine triphosphate (ATP) bioluminescence allow for quicker, more precise detection, making microbial testing a driver for the market growth.

“The vitamins & minerals segment is expected to hold a significant market share.”

The vitamins & minerals segment is estimated to account for a significant share of the dietary supplements testing market because it has a wide base of consumers, high levels of production, and stringent regulatory demands for ensuring the right potency, purity, and contamination analysis. Since over- or under-dosing nutrients such as vitamin D, iron, or calcium poses potential health risks, accurate quantitation and stability measurement are key requirements in the supplement products. General health supplements and personalized supplements have driven growth, increasing testing requirements to involve bioavailability and interaction studies, while various delivery formats such as gummies and liquids require flexible testing procedures, making this segment a steady driver of testing service demand.

“The US is projected to dominate the North American dietary supplements testing market during the forecast period.”

The US is one of the largest markets for dietary supplements testing. The US market has been witnessing significant growth due to changing tastes and preferences of US consumers, outbreaks of foodborne illnesses, innovations in new safety testing technologies, and the identification of new risks. The US has been imposing different regulations to certify and ensure the quality and safety of supplements from biological and chemical threats. These regulations are enforced to maintain and supervise the correlation between national and international laboratories' networks. These laboratories have been carrying out definitive testing via dedicated laboratories to test for hazardous agents. This stringent enforcement of regulations by the US government in order to maintain the safety and quality of dietary supplements has led to an increased demand for dietary supplements safety testing over the past few years.

In-depth interviews have been conducted with chief executive officers (CEOs), directors, and other executives from various key organizations operating in the dietary supplements testing market.

By Company Type: Tier 1–25%, Tier 2–40%, and Tier 3–35%

By Designation: CXOs–20%, Managers–50%, Executives–30%

By Region: North America–28%, Europe–22%, Asia Pacific–33%, South America–10%, and Rest of the World–7%

Prominent companies in the market include Eurofins Scientific (Luxembourg), SGS Soci?t? G?n?rale de Surveillance SA. (Switzerland), Intertek Group plc (UK), M?rieux NutriSciences (US), UL Solutions (US), T?V S?D (Germany), ALS (Australia), Tentamus (Italy), Agrolab Group (Germany), FoodChain ID (US), Certified Laboratories (US), Element Materials Technology (UK), NSF (US), Vimta Labs Ltd (India), Qalitex (US), Alkemist (US), Anresco Laboratories (US), Beaconpoint Labs (US), Twin Arbor Labs (US), Q Laboratories (US), Microchem Laboratory (US), Accurate Labs (India), AEMTEK (US), and MS Bioanalytical LLC (US), among others.

## **Research Coverage**

This research report categorizes the dietary supplements testing market by test type (identity/authentication, potency testing, contaminants testing, microbiological testing, adulteration testing, stability & shelf life, allergen & GMO testing, label claim verification, functional claims testing, and other testing types), product tested (ingredient level testing [botanicals, phytochemicals, vitamins & minerals, amino acids & proteins, specialty supplements, and other ingredients] and finished product testing), technology (traditional and rapid), end-use (qualitative) (nutraceutical companies, contract manufacturers, distributors/ retailers (online & offline), and regulatory authorities), service provider (qualitative) (independent third-party testing laboratories, contract research organizations (CROS), and other service providers), and region (North America, Europe, Asia Pacific, South America, and Rest of the World).

The scope of the report covers detailed information regarding the major factors, such as drivers, restraints, challenges, and opportunities, influencing the growth of the dietary supplements testing market. A thorough analysis of the key industry players has been done to provide insights into their business, services, key strategies, contracts, partnerships, agreements, service launches, mergers & acquisitions, and recent developments associated with the dietary supplements testing market. This report covers the competitive analysis of upcoming startups in the dietary supplements testing market ecosystem. Furthermore, industry-specific trends such as technology analysis, ecosystem & market mapping, and patent & regulatory landscape, among others, are also covered in the study.

## **Reasons to Buy This Report**

The report will offer market leaders/new entrants information on the closest

approximations of the revenue numbers for the overall dietary supplements testing and subsegments. It will also help stakeholders understand the competitive landscape and gain more insights to better position their businesses and plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

**The report provides insights on the following pointers:**

Analysis of key drivers (adulteration & contamination risks: elevating the demand for supplement testing), restraints (limited testing standards for emerging ingredients), opportunities (rising demand for clean labels, vegan, and allergen-free products), and challenges (complexity of multi-ingredient formulations), influencing the growth of the dietary supplements testing market.

Service Development/Innovation: Detailed insights on research & development activities and new service launches in the dietary supplements testing market.

Market Development: Comprehensive information about lucrative markets—the report analyzes dietary supplements testing across varied regions.

Market Diversification: Exhaustive information about new testing technologies, untapped geographies, recent developments, and investments in the dietary supplements testing market.

Competitive Assessment: In-depth assessment of market shares, growth strategies, product offerings, service comparison, and service foot prints of leading players such as Eurofins Scientific (Luxembourg), SGS Soci?t? G?n?rale de Surveillance SA. (Switzerland), Intertek Group plc (UK), M?rieux NutriSciences (US), UL Solutions (US), T?V S?D (Germany), Tentamus (Italy), AGROLAB GROUP (Germany), FoodChain ID (US), Certified Laboratories (US), Element Materials Technology (UK), NSF (US), Vimta Labs Ltd (India), Qalitex (US), Alkemist (US), Anresco Laboratories (US), Beaconpoint Labs (US), Twin Arbor Labs (US), Q Laboratories (US), Microchem Laboratory (US), Accurate Labs (India), and other players in the dietary supplements testing market.

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