

# **Nutraceutical Gummies Market by Type (B2B, B2C), Product Type (Vitamins, Minerals, Omega-3 Fatty Acids), Consumer Type, Production Capacity, Ingredient Source, Functionality, Demographics, Sales Channel, and Region – Global Forecast to 2030**

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## **Abstracts**

The nutraceutical gummies market is estimated at USD 24.39 billion in 2025 and is projected to reach USD 47.80 billion by 2030, at a CAGR of 14.4%. The global nutraceutical gummies market is experiencing significant growth, driven by rising rates of vitamin deficiency and undernutrition, a growing focus on preventive health and wellness, rising consumer interest in beauty and wellness, expanding e-commerce and DTC channels, and an increasing preference for the gummy delivery format over traditional pills and capsules. Additionally, growth in plant-based and sugar-free gummies, increasing reliance of startups and D2C brands on turnkey contract manufacturing, and geographic expansion with localized formulation expertise are expected to create significant opportunities in the nutraceutical gummies market.

However, high production costs and ingredient stability issues, regulatory complexities across regions, and the complexity of maintaining batch-to-batch consistency and stability are expected to pose challenges in the nutraceutical gummies market.

Furthermore, increasing audit expectations from global brand owners and intense market competition and brand differentiation also remain technical challenges.

“Immunity support function is expected to hold a dominant market share during the forecast period.”

The popularity of nutraceutical gummies is growing because of their convenient form, size, and ease of consumption. The benefits of multivitamin gummies for boosting

immunity also play a key role in the increased demand for nutraceutical gummies. Gummies offer the fastest growth potential for vitamin and mineral supplements. The market for immunity-specific gummy supplements is expected to grow as more people become aware of how nutrition affects their health and of the specific issues that can be addressed through lifestyle factors.

“The online channel segment in the B2C segment is expected to hold a significant market share among the sales channels in the nutraceutical gummies market.”

With rising awareness, demand, and traction, nutraceutical gummies have become a mainstream market staple. The increase in demand for these products has led to a rise in sales across various countries and regions, facilitated by both online and offline distribution channels. Key players are increasingly adopting and navigating their investments in distribution channels to make their products available to a wider consumer base. In addition, nutraceutical gummies manufacturing companies are promoting their products in the market through strategies such as online retailing, a part of the non-store-based distribution channel, which is expected to drive demand.

“Europe is expected to hold a significant share in the global nutraceutical gummies market during the forecast period.”

Companies operating in this region are also investing in expansions and acquisitions to meet the growing demand from the dietary supplements industry, including nutraceutical gummies. The growing demand for nutraceutical gummies in Europe is attributed to fast-paced lifestyles, health-conscious consumers, and urbanization. In 2020, Unilever acquired SmartyPants Vitamins, a US-based vitamin, mineral & supplement company. SmartyPants utilizes a range of sustainably sourced, bioavailable nutrients and non-GMO-certified ingredients. Its product line is free of artificial preservatives, sweeteners, colors, and flavors. This has made Unilever expand its product portfolio and serve more consumers in Europe.

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

By Company Type: Tier 1 – 25%, Tier 2 – 45%, and Tier 3 – 30%

By Designation: CXOs – 25%, Managers – 40%, Others – 35%

By Region: North America – 25%, Europe – 25%, Asia Pacific – 35%, South America – 10%, and Rest of the World –5%

Prominent companies in the market include—Brand Manufacturers: Church & Dwight Co., Inc. (US), H&H Group (Hong Kong), Amway (US), Bayer AG (Germany), Haleon (UK), Nestlé (Switzerland), Unilever (US), Otsuka Holdings Co., Ltd. (Japan), PharmaCare Laboratories Australia (Australia), Swanson (US), IM Healthcare (India), SMP Nutra (US), Nature's Truth (US) and Herband Naturals Inc. (Canada) and Contract Manufacturers: Sofgen Pharma (Luxembourg), Catalent, Inc. (US), Activ'Inside (France), WinNutra (US), Makers Nutrition, LLC (US), Ion Labs (US), Vitajoy Group (China), Bliss Lifesciences LLP (India), Global Widget, LLC (US), Gummy Worlds (Turkey), TopGum (Israel), MeriCal (US), Fexmentis Life Sciences (India), and Eagle Labs, Inc. (US) among others.

## Research Coverage

This research report categorizes the nutraceutical gummies market by type (B2B market and B2C market); customer type (B2B) (brand owners and marketing companies, retailers and distributors, healthcare and wellness providers, pharmaceutical companies, and food & beverage companies); production capacity (B2B) (small-scale contract manufacturers (0–10 m units/year), mid-scale manufacturers (10–50 m units/year), and large-scale industrial manufacturers (50 m+ units/year)); ingredient source (B2B) (animal-based source, plant-based source, microbial/fermentation-derived sources, and synthetic/chemically-derived sources); gummy base/excipients (B2B) (gelatin-based gummies, pectin-based gummies, starch-based gummies, agar, carrageenan, and other hydrocolloids); product type (B2C) (vitamins, minerals, omega-3 fatty acids, probiotics and prebiotics, collagen and beauty-from-within, herbal and botanical supplements, dietary fiber, CBD and cannabis-derived, and specialty formulations); functionality (B2C) (immunity support, general health & wellness, bone & joint health, weight management, beauty & skin health, and other functionalities); demographics (B2C) (generation alpha (0–12 years), generation Z (13–28 years), millennials (gen Y) (29–44 years), generation X (45–60 years), and baby boomers & older (61+ years)); sales channel (offline and online); and region (North America, Europe, Asia Pacific, South America, and Rest of the World).

The report's scope encompasses detailed information on the major factors, including drivers, restraints, challenges, and opportunities, which influence the growth of the nutraceutical gummies industry. A thorough analysis of key industry players has been

conducted to provide insights into their businesses, services, key strategies, contracts, partnerships, agreements, product launches, mergers & acquisitions, and recent developments in the nutraceutical gummies market. This report provides a competitive analysis of emerging startups in the nutraceutical gummies market ecosystem. Furthermore, the study covers industry-specific trends, including technology analysis, ecosystem & market mapping, and patent & regulatory landscape, among others.

### **Reasons to Buy This Report**

The report provides market leaders/new entrants with information on the closest approximations of revenue numbers for the overall nutraceutical gummies and their subsegments. It will 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 into the following pointers:**

Analysis of key drivers (increasing preference for gummy delivery format over traditional pills and capsules, driving production volume), restraints (ingredient sourcing volatility), opportunities (increasing reliance of startups and D2C brands on turnkey contract manufacturing), and challenges (increasing audit expectations from global brand owners), influencing the growth of the nutraceutical gummies market

Product Development/Innovation: Detailed insights into research & development activities and new product launches in the nutraceutical gummies market

Market Development: Comprehensive information about lucrative markets—analysis of nutraceutical gummies across varied regions

Market Diversification: Exhaustive information about new product sources, untapped geographies, recent developments, and investments in the nutraceutical gummies market

Competitive Assessment: In-depth assessment of market shares, growth strategies, product offerings, brand/product comparison, and product footprints of leading players such as Brand Manufacturers: Church & Dwight Co., Inc.

(US), H&H Group (Hong Kong), Amway (US), Bayer AG (Germany), Haleon (UK), Nestlé (Switzerland), Unilever (US), Otsuka Holdings Co., Ltd. (Japan), PharmaCare Laboratories Australia (Australia), Swanson (US), IM Healthcare (India), SMP Nutra (US), Nature's Truth (US) and Herbaland Naturals Inc. (Canada) and Contract Manufacturers: Sofgen Pharma (Luxembourg), Catalent, Inc. (US), Activ'Inside (France), WinNutra (US), Makers Nutrition, LLC (US), Ion Labs (US), Vitajoy Group (China), Bliss Lifesciences LLP (India), Global Widget, LLC (US), Gummy Worlds (Turkey), TopGum (Israel), MeriCal (US), Fexmentis Life Sciences (India), and Eagle Labs, Inc. (US), among other players in the nutraceutical gummies market.

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