

# **Pms And Menstrual Health Supplements Market Outlook 2025-2034: Market Share, and Growth Analysis By Products (Combined Nutritional Supplements, Single Nutritional Supplements), By Formulation (Softgels, Capsules/Tablets, Powder, Others Types), By Consumer Group, By Sales Channel**

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## **Abstracts**

The Pms And Menstrual Health Supplements Market is valued at USD 24.9 billion in 2025 and is projected to grow at a CAGR of 7.5% to reach USD 47.5 billion by 2034.

### **PMS and Menstrual Health Supplements Market Overview**

The PMS and menstrual health supplements market is expanding rapidly, driven by increasing awareness of women's health and the growing demand for natural and effective solutions to manage menstrual discomfort. These supplements, formulated with vitamins, minerals, herbal extracts, and probiotics, aim to alleviate symptoms such as bloating, cramps, mood swings, and hormonal imbalances. Consumers are shifting toward plant-based and hormone-free supplements, seeking safer and long-term alternatives to conventional medications. The rise of e-commerce and direct-to-consumer brands has further boosted market accessibility, allowing women to explore personalized supplements tailored to their specific needs. Additionally, increasing discussions on menstrual wellness in mainstream media and the workplace have led to greater acceptance and demand for holistic menstrual health solutions. With innovation in formulations and a strong emphasis on wellness, the PMS and menstrual health supplements market is set for sustained growth in the coming years. The PMS and menstrual health supplements market saw significant growth, largely fueled by

advancements in personalized nutrition and the rising adoption of adaptogenic herbs. More supplement brands introduced customized formulations based on hormonal health assessments, leveraging AI-driven platforms to recommend specific nutrients based on individual symptoms and cycles. Ingredients such as chasteberry, ashwagandha, magnesium, and evening primrose oil gained traction for their clinically backed benefits in managing PMS symptoms. The demand for clean-label supplements increased, with consumers favoring non-GMO, organic, and preservative-free options. The expansion of menstrual wellness awareness campaigns and social media influencers advocating for natural health solutions played a key role in market expansion. Additionally, the rise of workplace wellness programs addressing menstrual health encouraged the inclusion of PMS-focused supplements in corporate healthcare benefits. Subscription-based supplement models and monthly cycle-tracking apps integrating supplement recommendations further transformed how consumers approached menstrual health management. The PMS and menstrual health supplements market is expected to witness further innovation, driven by advancements in biotechnology, microbiome research, and precision medicine. Probiotic-based menstrual health supplements will gain traction, with growing evidence linking gut health to hormonal balance and menstrual symptom relief. AI-powered menstrual health monitoring will continue to evolve, offering real-time insights into hormonal fluctuations and personalized supplement regimens. The expansion of sustainable and eco-friendly packaging will appeal to environmentally conscious consumers, with brands prioritizing biodegradable materials and ethical sourcing of botanical ingredients. The integration of menstrual health supplements into functional food and beverage formats, such as teas, gummies, and nutrition bars, will expand the market's reach to consumers seeking convenient options. As holistic and preventive health approaches continue to gain popularity, the demand for PMS and menstrual wellness supplements will increase, with a stronger focus on science-backed, clinically tested formulations.

## Key Insights Pms And Menstrual Health Supplements Market

**Personalized Supplementation for Hormonal Health:** AI-driven health assessments and hormone tracking are enabling tailored supplement recommendations, optimizing effectiveness for individuals with varying PMS symptoms.

**Rise of Probiotic-Based Menstrual Health Solutions:** Growing research on the gut-hormone connection is driving demand for probiotic supplements that support hormonal balance and reduce PMS-related bloating and mood swings.

**Expansion of Adaptogenic and Herbal Remedies:** Ingredients such as ashwagandha, chasteberry, and maca root are gaining popularity for their ability to regulate hormones, reduce stress, and alleviate menstrual discomfort naturally.

**Growth of Functional Food and Beverage Formats:** Menstrual health supplements are increasingly available in gummies, teas, and fortified snacks, providing convenient alternatives to traditional pills and capsules.

**Sustainable and Ethical Sourcing Practices:** Brands are prioritizing eco-friendly packaging, fair-trade botanical sourcing, and transparent ingredient labeling to appeal to environmentally and socially conscious consumers.

**Increasing Awareness of Women's Health and Wellness:** Greater societal discussions around menstrual health are reducing stigma and encouraging women to invest in holistic PMS and cycle management solutions.

**Shift Toward Natural and Hormone-Free Alternatives:** Consumers are opting for herbal and nutrient-based supplements over synthetic medications, seeking long-term, side-effect-free relief from PMS symptoms.

**Rising Demand for Non-Prescription Health Solutions:** The preference for self-care and preventive health measures is driving sales of over-the-counter PMS supplements, accessible via e-commerce and direct-to-consumer platforms.

**Integration of Supplements with Digital Health Tools:** Cycle-tracking apps and wearable health devices are incorporating supplement recommendations, making personalized menstrual wellness solutions more accessible.

**Regulatory and Standardization Challenges:** The lack of universal regulations and standardized testing for herbal and nutritional supplements poses quality control concerns, requiring stricter oversight and scientific validation to ensure efficacy and safety.

## Pms And Menstrual Health Supplements Market Segmentation

### By Products

Combined Nutritional Supplements

Single Nutritional Supplements

#### By Formulation

Softgels

Capsules/Tablets

Powder

Others Types

#### By Consumer Group

Perimenopause

Premenstrual Syndrome (PMS)

#### By Sales Channel

Direct Sales Channel

Online Sales Channel

Pharmacies/Drug Stores

Other Offline Channels

#### Key Companies Analysed

Herbalife International of America Inc.

Pharmavite LLC

The Nature's Bounty Co.

Amway Corp.

GNC Holdings LLC

Usana Health Sciences Inc.

GlaxoSmithKline plc

Metp Pharma AG

Rbk Nutraceuticals Pty Ltd.

Archer-Daniels-Midland Company

Aesthetic Nutrition Pvt Ltd.

Looni

DM Pharma Marketing Pvt. Ltd.

SMP Nutra

Grace & Green Ltd.

Bayer AG

Nutraceutical Wellness Inc.

The Honest Company Inc.

Moon Juice LLC

New Chapter Inc.

Garden of Life LLC

Pure Encapsulations Inc.

Thorne Research Inc.

Integrative Therapeutics LLC

Jarrow Formulas Inc.

Life Extension Foundation

Solgar Inc.

Source Naturals Inc.

Rainbow Light Nutritional Systems

MegaFood Inc.

Vital Nutrients Inc.

Gaia Herbs Inc.

LifeSeasons Inc.

Vitanica LLC

Pure Essence Labs

EuroPharma Inc.

Natural Factors Nutritional Products Ltd. .

## Pms And Menstrual Health Supplements Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of

international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

### Pms And Menstrual Health Supplements Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

### Countries Covered

North America — Pms And Menstrual Health Supplements market data and outlook to 2034

United States

Canada

Mexico

Europe — Pms And Menstrual Health Supplements market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Pms And Menstrual Health Supplements market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Pms And Menstrual Health Supplements market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Pms And Menstrual Health Supplements market data and outlook to 2034

Brazil

Argentina

Chile

Peru

*\* We can include data and analysis of additional countries on demand.*

## Research Methodology

This study combines primary inputs from industry experts across the Pms And Menstrual Health Supplements value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

## Key Questions Addressed

What is the current and forecast market size of the Pms And Menstrual Health Supplements industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of

global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

## Your Key Takeaways from the Pms And Menstrual Health Supplements Market Report

Global Pms And Menstrual Health Supplements market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Pms And Menstrual Health Supplements trade, costs, and supply chains

Pms And Menstrual Health Supplements market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Pms And Menstrual Health Supplements market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Pms And Menstrual Health Supplements market trends, drivers, restraints, and opportunities

Porter’s Five Forces analysis, technological developments, and Pms And Menstrual Health Supplements supply chain analysis

Pms And Menstrual Health Supplements trade analysis, Pms And Menstrual Health Supplements market price analysis, and Pms And Menstrual Health Supplements supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Pms And Menstrual Health Supplements market news and developments

## Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

*\* The updated report will be delivered within 3 working days*

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