

# North America Dietary Supplement (hard capsules) Survey Report to 2020

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# **Abstracts**

# Summary

The North America dietary supplements market is estimated to grow at a GAGR of 4.5%, to reach US\$27.2 billion during the forecast period. Dietary supplements comes in a variety of forms: traditional tablets, capsules, powders, as well as drinks and energy bars. The hard capsules form plays an important role among them.

The rapidly increasing aging population, growing awareness of health, and growing consumer preference towards capsule-based formulations are the major factors driving the growth of the market. However, stringent regulatory frameworks, and lower trustrank of products' effectiveness are expected to limit the growth of this market to a certain extent.

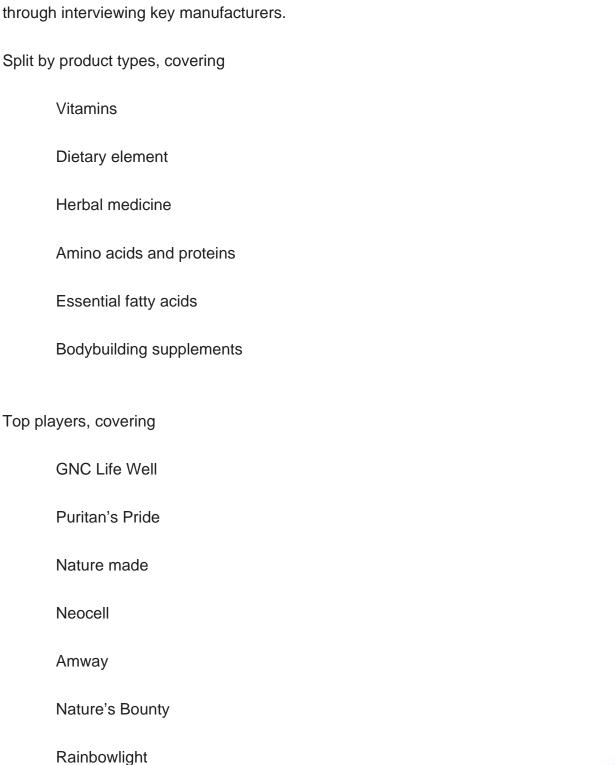
In this report, the market is segmented on the basis of products, consumers and sales channel. Based on the product, the market is subsegamented into 5 types by main material: Vitamins, Dietary element, Herbal medicine, Amino acids and proteins, Essential fatty acids, Bodybuilding supplements. In 2015, the vitamin capsules accounted for the largest share of the market. The herbal medicine capsules grow fast last years and expected to continue the trend during the further years. Based on consumers, more than half of the U.S. adult population (53% - 55%) consume dietary supplements, and older people consume more. And some companies have developed products for children. Based on sales channels, traditional store sales still account for a large share. However, internet shopping is becoming a popular trend generating high demand for dietary supplements hard capsules.

The prominent players in the global empty capsules market include GNC Life Well, Puritan's Pride, Nature made, Neocell, Amway, Nature's Bounty, Rainbowlight, Optimun, Vitamin world, Herbalife



This report studies the development situation and future of Dietary Supplement (hard capsules) in North America market, USA, Canada and Mexico. This report focuses on the top players in three countries, involving the production, price, revenue and market share (competition situation), from 2011 to 2015, and forecast to 2021.

On basis of segments by Types, this report focuses on price, sales, revenue and growth rate of each type, as well as the types and each type price of key manufacturers, through interviewing key manufacturers.





Optimun	
Vitamin world	
Herbalife	
Split by Countries, covering	
USA	
Canada	
Mexico	
Split by applications, covering	
Nutrition supplement	
Weight control	
Medical uses	
Skin care	
With 136 pages, 168 charts and eight chapters, to display the market pand future, clearly and deeply.	oresent situation



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