

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

<https://marketpublishers.com/r/NA66FC49ABFEN.html>

Date: June 2016

Pages: 136

Price: US\$ 2,650.00 (Single User License)

ID: NA66FC49ABFEN

## 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 trust 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 subsegmented 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.

Split by product types, covering

Vitamins

Dietary element

Herbal medicine

Amino acids and proteins

Essential fatty acids

Bodybuilding supplements

Top players, covering

GNC Life Well

Puritan's Pride

Nature made

Neocell

Amway

Nature's Bounty

Rainbowlight

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 present situation and future, clearly and deeply.

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