

Health Supplements Market Forecasts to 2030 – Global Analysis By Product (Vitamins & Minerals, Proteins & Amino Acids, Herbal Supplements, Fatty Acids & Omega-3, Probiotics & Prebiotics, Antioxidants, Weight Loss Supplements, Fiber Supplements and Other Products), Form, Distribution Channel, Application, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Health Supplements Market is accounted for \$8.72 billion in 2024 and is expected to reach \$15.97 billion by 2030 growing at a CAGR of 11.3% during the forecast period. Health supplements are products designed to enhance overall health or address specific nutritional needs. They typically contain vitamins, minerals, herbs, amino acids, enzymes, or other dietary components that may support the body's normal functions. They are often used to complement a balanced diet or to fill nutritional gaps. Health supplements are not intended to diagnose, treat, or prevent diseases but can help maintain or improve health, especially when dietary intake is insufficient.

According to a consensus by the Consumer Health Division of Bayer, more than two billion people suffer from MiND (micronutrient deficiencies) globally with nearly half living in India and people in their 50s, 60s, and 70s are the top consumers of nutritional supplementation products in the market.

Market Dynamics:

Driver:

Increasing awareness about healthy living and proper nutrition

As consumers become more informed about the benefits of a balanced diet, they are seeking additional ways to meet their nutritional needs. This has led to a surge in demand for supplements like vitamins, minerals, protein, and herbal products that complement their dietary intake. Furthermore, with a growing focus on disease prevention and overall well-being, consumers are turning to supplements to boost immunity, improve energy levels, and maintain a healthy lifestyle, thus expanding the market and fostering innovation in supplement products.

Restraint:

Side effects and health risks

Side effects and health risks in health supplements occur due to improper usage, unregulated ingredients, or interactions with medications. Some supplements may cause adverse reactions, including allergies, digestive issues, or toxicity, especially if consumed in excess or without professional guidance. Lack of standardization and quality control in manufacturing can exacerbate these issues. As a result, the market faces slow growth due to skepticism, regulatory challenges, and the need for clearer labeling, safety standards, and more reliable scientific evidence.

Opportunity:

Increasing prevalence of chronic diseases

The increasing prevalence of chronic diseases such as diabetes, heart disease, arthritis, and obesity are a major driver of the health supplements. As these conditions often lead to nutrient deficiencies or require additional nutritional support, consumers turn to supplements to help manage or alleviate symptoms. Supplements like omega-3, antioxidants, probiotics, and multivitamins are commonly sought to improve cardiovascular health, boost immunity, and manage inflammation. Furthermore, people with chronic illnesses are more proactive in seeking preventative care, which encourages the use of supplements, thus driving market demand.

Threat:

Saturated market

The health supplements market is saturated due to the large number of brands and products available, resulting in intense competition. This oversupply makes it difficult for new entrants to gain visibility and establish a market presence. Consumer choice can be overwhelming, leading to confusion about product efficacy and quality. As a result, brand loyalty is harder to build, and companies must invest heavily in marketing to stand out. Additionally, price wars and the presence of low-quality or counterfeit products can erode consumer trust, ultimately hampering the market's sustainable growth.

Covid-19 Impact:

The covid-19 pandemic significantly boosted the health supplements market as consumers became more focused on enhancing their immunity and overall health. With increased awareness of the importance of vitamins, minerals, and immune-boosting supplements, demand surged, especially for products like vitamin C, vitamin D, and zinc. The pandemic also accelerated the adoption of online shopping, making supplements more accessible. However, supply chain disruptions and concerns over counterfeit products posed challenges to the market during the peak of the crisis.

The vitamins & minerals segment is expected to be the largest during the forecast period

The vitamins & minerals segment is expected to account for the largest market share during the forecast period. Vitamins and minerals are essential nutrients that support various bodily functions. These products provide a convenient way to meet daily nutrient needs, ensuring proper immune function, bone health, energy production, and overall well-being. Common supplements include Vitamin C, D, B-complex, calcium, magnesium, and zinc. They are often used to prevent or address deficiencies in specific nutrients.

The gummies segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the gummies segment is predicted to witness the highest growth rate. Health supplement gummies are chewable vitamins or minerals designed to improve overall wellness. They're an easy and tasty alternative to traditional pills or capsules, often formulated with essential nutrients like vitamins, minerals, and herbal extracts. With a wide range of flavours and benefits, they're especially convenient for those who struggle with swallowing pills, offering a simple way to support daily nutrition and health goals.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, due to rising health awareness, changing dietary habits, and an aging population. Countries like China, India, and Japan are major consumers, with increasing demand for vitamins, minerals, herbal products, and protein supplements. The rise in disposable incomes, coupled with a growing focus on wellness and preventive healthcare, is propelling market expansion. Additionally, e-commerce platforms and traditional remedies' popularity contribute to the market's growth.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, driven by the health consciousness, the aging population, and a shift towards preventive healthcare. The U.S. and Canada lead the market, with increasing consumer demand for dietary supplements. Key players in the region include companies like Amway, Herbalife Nutrition, GNC Holdings, Nature's Bounty, and Abbott Laboratories. These companies dominate the market through extensive product offerings. Awareness of health benefits, coupled with a focus on immunity and mental well-being, has further fuelled growth.

Key players in the market

Some of the key players in Health Supplements market include Nestle, Abbott Laboratories, Amway Corporation, Bayer AG, Herbalife International, Arkopharma, Haleon Group, BASF SE, Archer Daniels Midland Company, DSM Nutritional Products, Tata Group, American Health, Steadfast Nutrition, International Flavors & Fragrances, Vitaco Health Limited, Blackmores Limited, Otsuka Holdings Corporation, Glanbia PLC and Bionova.

Key Developments:

In June 2024, Steadfast Nutrition has added three exciting new supplements to its product line-up. It has launched two fast-releasing protein supplements, Whey Protein and LIV Raw, and a vegetarian Multivitamin mega pack comprising a whopping 180 tablets to fulfil Indians' unmet protein and nutrient needs, respectively, catering to health and fitness-conscious people and serious sportspersons.

In September 2022, Tata Group has entered the health supplements segment with the launch of 'Tata GoFit', a health supplement range for women who are on their journey to be fitter every day. Tata GoFit plant protein powder is a plant-based easy-to-mix product formulated with the goodness of gut-friendly probiotics. With ingredients like pea and brown rice, it is free from soy, lactose & added sugar.

Products Covered:

Vitamins & Minerals

Proteins & Amino Acids

Herbal Supplements

Fatty Acids & Omega-3

Probiotics & Prebiotics

Antioxidants

Weight Loss Supplements

Fiber Supplements

Other Products

Forms Covered:

Tablets

Capsules

Powders

Liquids

Gummies

Other Forms

Distribution Channels Covered:

Online Retail

Pharmacies/Drugstores

Direct Sales

Health & Wellness Stores

Other Distribution Channels

Applications Covered:

General Health

Weight Management

Immune System Health

Energy & Vitality

Digestive Health

Mental Health & Cognitive Function

Skin, Hair, & Nails

Other Applications

End Users Covered:

Adults

Athletes & Bodybuilders

Geriatric Population

Children & Adolescents

Pregnant Women

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2022, 2023, 2024, 2026, and 2030

- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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