

# **Nutraceutical Gummies Market Forecasts to 2032 – Global Analysis By Formulation (Vitamins, Minerals, Protein-Enriched, and Omega Fatty Acids), Consumer Age, Source, Packaging Type, Sales Channel and By Geography**

<https://marketpublishers.com/r/NE3D07B446B9EN.html>

Date: October 2025

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: NE3D07B446B9EN

## **Abstracts**

According to Statistics MRC, the Global Nutraceutical Gummies Market is accounted for \$27.1 billion in 2025 and is expected to reach \$50.5 billion by 2032 growing at a CAGR of 9.2% during the forecast period. Nutraceutical Gummies are chewable supplements infused with vitamins, minerals, herbs, or bioactive compounds to support targeted health needs. They offer a convenient, enjoyable alternative to traditional pills or capsules, making wellness more accessible. Popular for boosting immunity, enhancing skin health, or improving sleep, these gummies combine nutrition with flavor. Their candy-like appeal and ease of consumption attract both children and adults, promoting consistent supplement use. This format blends health benefits with everyday indulgence, redefining how consumers engage with wellness.

### **Market Dynamics:**

Driver:

Growing preference for chewable supplements

Growing preference for chewable supplements is driving expansion in the nutraceutical gummies market. Fueled by consumer demand for convenient, tasty, and easy-to-consume supplement forms, gummies are increasingly replacing traditional tablets and capsules. Spurred by awareness of preventive healthcare, immunity enhancement, and wellness trends, manufacturers are developing products with functional benefits such as

vitamins, minerals, and herbal extracts. Additionally, adoption among children, adults, and elderly populations is increasing, reinforcing market growth across retail and e-commerce channels globally.

#### Restraint:

##### High cost of ingredient stabilization

High cost of ingredient stabilization remains a significant restraint in the nutraceutical gummies market. Maintaining the potency and bioavailability of vitamins, minerals, probiotics, and herbal extracts during processing and storage requires advanced encapsulation and stabilization techniques. This increases production expenses and retail pricing, potentially limiting adoption among price-sensitive consumers. Companies are exploring innovative formulation technologies, natural stabilizers, and optimized production processes to reduce costs while ensuring product efficacy, safety, and shelf life in both domestic and international markets.

#### Opportunity:

##### Sugar-free and vegan gummy expansion

Sugar-free and vegan gummy expansion presents a substantial growth opportunity in the nutraceutical market. Consumer preference for health-conscious, plant-based, and low-sugar alternatives is driving product innovation. Spurred by rising lifestyle diseases, dietary restrictions, and ethical considerations, manufacturers are launching gummies with natural sweeteners, pectin-based textures, and functional ingredients. Additionally, e-commerce platforms and subscription models are facilitating product accessibility and personalization, creating a diversified portfolio that appeals to children, adults, and senior consumers seeking convenient, health-promoting supplement options globally.

#### Threat:

##### Fake and low-quality product entries

Fake and low-quality product entries pose a significant threat to the nutraceutical gummies market. Counterfeit or substandard products can mislead consumers, reduce efficacy, and damage brand credibility. Regulatory non-compliance, lack of quality certifications, and unverified ingredient claims increase the risk of recalls and legal challenges. To mitigate threats, manufacturers are implementing strict quality control,

third-party testing, certification, and transparent labeling practices. Ensuring product authenticity and consumer trust is essential for sustained market growth and brand reputation.

### **Covid-19 Impact:**

The COVID-19 pandemic significantly impacted the nutraceutical gummies market, as consumers prioritized immunity, wellness, and preventive health measures. Spurred by lockdowns, social distancing, and heightened health awareness, demand for convenient supplement formats surged. E-commerce and online pharmacy channels became key distribution avenues, supporting continued product availability. Post-pandemic, consumers continue seeking immunity-boosting, vitamin-rich, and functional gummies, while manufacturers invest in innovative formulations, sustainable packaging, and targeted marketing strategies to meet evolving health-conscious preferences worldwide.

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

The vitamins segment is expected to account for the largest market share during the forecast period, owing to rising consumer awareness of nutritional supplementation for immunity, energy, and overall wellness. Fueled by the popularity of multivitamins, vitamin C, and vitamin D gummies, manufacturers are expanding their portfolios with flavor variations, functional benefits, and convenient packaging. Retail, pharmacy, and e-commerce channels are strengthening distribution, while targeted marketing campaigns are increasing consumer engagement, reinforcing the dominance of the vitamins segment globally.

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

Over the forecast period, the adults segment is predicted to witness the highest growth rate, reinforced by growing adoption of health supplements to address immunity, stress, and lifestyle-related deficiencies. Fueled by workplace wellness initiatives, preventive healthcare trends, and functional nutrition awareness, adults are increasingly consuming gummies for convenience and palatability. Additionally, targeted formulations for energy, heart health, and cognitive support are accelerating adoption. E-commerce accessibility and personalized subscription models further contribute to rapid growth in the adult nutraceutical gummies segment worldwide.

### **Region with largest share:**

During the forecast period, the Asia Pacific region is expected to hold the largest market share, ascribed to increasing health consciousness, rising disposable incomes, and rapid e-commerce adoption. Countries such as China, India, Japan, and Australia are witnessing strong demand for functional gummies, vitamins, and mineral supplements. Additionally, expansion of retail networks, pharmacy chains, and local manufacturing facilities support distribution. Government initiatives promoting preventive healthcare and nutritional supplementation further strengthen the region's leadership in the nutraceutical gummies market globally.

### **Region with highest CAGR:**

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR associated with high consumer awareness of wellness and preventive health products. The U.S. and Canada are leading in adoption of functional, sugar-free, and vegan gummies. Spurred by the popularity of online pharmacies, subscription services, and personalized nutrition, manufacturers are innovating to meet diverse consumer needs. Regulatory support for safe supplementation and premium product launches further accelerates North America's growth trajectory in the nutraceutical gummies market.

### **Key players in the market**

Some of the key players in Nutraceutical Gummies Market include Nestlé Health, Unilever, GSK plc, Bayer AG, Amway, Church & Dwight, Haleon plc, Otsuka Pharmaceutical, The Clorox Company, Nordic Naturals, Hero Nutritionals, Jamieson Wellness, Herbalife, TopGun International, Santa Cruz Nutritionals, Blackmores, Procaps Group, and ZanonVita.

### **Key Developments:**

In October 2025, Nestlé Health Science launched its new 'Garden of Life mykind Organics Gummy' line, featuring a novel, plant-based pectin and tapioca syrup base. This marks the brand's first fully organic, vegan gummy line, targeting the clean-label consumer with third-party certifications for both organic and non-GMO ingredients.

In September 2025, Bayer AG announced a major expansion of its 'One A Day' gummy portfolio with the 'One A Day Personalized Gummy Pack.' The new service uses an online quiz to create a custom daily pack that combines up to four different gummies—such as stress support, immune health, and energy—tailored to an individual's

specific lifestyle needs.

In August 2025, GSK plc (through its consumer arm Haleon) unveiled its 'Centrum Specialist Gummies' line. This new range includes targeted formulas like 'Mind & Memory' with Bacopa Monnieri and 'Rest & Restore' with Melatonin and L-Theanine, moving the iconic brand beyond basic multivitamins into the high-growth functional gummy space.

#### Formulations Covered:

Vitamins

Minerals

Protein-Enriched

Omega Fatty Acids

#### Consumer Ages Covered:

Children

Adults

Pregnant Women

#### Sources Covered:

Natural

Synthetic

Organic

#### Packaging Types Covered:

Bottles

Sachets

Pouches

Blister Packs

Sales Channels Covered:

E-commerce

Pharmacies

Health Stores

Supermarkets

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 2024, 2025, 2026, 2028, and 2032
- 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

## Contents

### **1 EXECUTIVE SUMMARY**

### **2 PREFACE**

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
  - 2.4.1 Data Mining
  - 2.4.2 Data Analysis
  - 2.4.3 Data Validation
  - 2.4.4 Research Approach
- 2.5 Research Sources
  - 2.5.1 Primary Research Sources
  - 2.5.2 Secondary Research Sources
  - 2.5.3 Assumptions

### **3 MARKET TREND ANALYSIS**

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Emerging Markets
- 3.7 Impact of Covid-19

### **4 PORTERS FIVE FORCE ANALYSIS**

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

### **5 GLOBAL NUTRACEUTICAL GUMMIES MARKET, BY FORMULATION**

- 5.1 Introduction
- 5.2 Vitamins
- 5.3 Minerals
- 5.4 Protein-Enriched
- 5.5 Omega Fatty Acids

## **6 GLOBAL NUTRACEUTICAL GUMMIES MARKET, BY CONSUMER AGE**

- 6.1 Introduction
- 6.2 Children
- 6.3 Adults
- 6.4 Pregnant Women

## **7 GLOBAL NUTRACEUTICAL GUMMIES MARKET, BY SOURCE**

- 7.1 Introduction
- 7.2 Natural
- 7.3 Synthetic
- 7.4 Organic

## **8 GLOBAL NUTRACEUTICAL GUMMIES MARKET, BY PACKAGING TYPE**

- 8.1 Introduction
- 8.2 Bottles
- 8.3 Sachets
- 8.4 Pouches
- 8.5 Blister Packs

## **9 GLOBAL NUTRACEUTICAL GUMMIES MARKET, BY SALES CHANNEL**

- 9.1 Introduction
- 9.2 E-commerce
- 9.3 Pharmacies
- 9.4 Health Stores
- 9.5 Supermarkets

## **10 GLOBAL NUTRACEUTICAL GUMMIES MARKET, BY GEOGRAPHY**

- 10.1 Introduction

## 10.2 North America

10.2.1 US

10.2.2 Canada

10.2.3 Mexico

## 10.3 Europe

10.3.1 Germany

10.3.2 UK

10.3.3 Italy

10.3.4 France

10.3.5 Spain

10.3.6 Rest of Europe

## 10.4 Asia Pacific

10.4.1 Japan

10.4.2 China

10.4.3 India

10.4.4 Australia

10.4.5 New Zealand

10.4.6 South Korea

10.4.7 Rest of Asia Pacific

## 10.5 South America

10.5.1 Argentina

10.5.2 Brazil

10.5.3 Chile

10.5.4 Rest of South America

## 10.6 Middle East & Africa

10.6.1 Saudi Arabia

10.6.2 UAE

10.6.3 Qatar

10.6.4 South Africa

10.6.5 Rest of Middle East & Africa

## 11 KEY DEVELOPMENTS

11.1 Agreements, Partnerships, Collaborations and Joint Ventures

11.2 Acquisitions & Mergers

11.3 New Product Launch

11.4 Expansions

11.5 Other Key Strategies

## **12 COMPANY PROFILING**

- 12.1 Nestlé Health Science
- 12.2 Unilever
- 12.3 GSK plc
- 12.4 Bayer AG
- 12.5 Amway
- 12.6 Church & Dwight
- 12.7 Haleon plc
- 12.8 Otsuka Pharmaceutical
- 12.9 The Clorox Company
- 12.10 Nordic Naturals
- 12.11 Hero Nutritionals
- 12.12 Jamieson Vitamins
- 12.13 Herbalife
- 12.14 TopGum Industries
- 12.15 Santa Cruz Nutritionals
- 12.16 Blackmores
- 12.17 Procaps Group
- 12.18 ZanonVitamec

## List Of Tables

### LIST OF TABLES

- Table 1 Global Nutraceutical Gummies Market Outlook, By Region (2024-2032) (\$MN)
- Table 2 Global Nutraceutical Gummies Market Outlook, By Formulation (2024-2032) (\$MN)
- Table 3 Global Nutraceutical Gummies Market Outlook, By Vitamins (2024-2032) (\$MN)
- Table 4 Global Nutraceutical Gummies Market Outlook, By Minerals (2024-2032) (\$MN)
- Table 5 Global Nutraceutical Gummies Market Outlook, By Protein-Enriched (2024-2032) (\$MN)
- Table 6 Global Nutraceutical Gummies Market Outlook, By Omega Fatty Acids (2024-2032) (\$MN)
- Table 7 Global Nutraceutical Gummies Market Outlook, By Consumer Age (2024-2032) (\$MN)
- Table 8 Global Nutraceutical Gummies Market Outlook, By Children (2024-2032) (\$MN)
- Table 9 Global Nutraceutical Gummies Market Outlook, By Adults (2024-2032) (\$MN)
- Table 10 Global Nutraceutical Gummies Market Outlook, By Pregnant Women (2024-2032) (\$MN)
- Table 11 Global Nutraceutical Gummies Market Outlook, By Source (2024-2032) (\$MN)
- Table 12 Global Nutraceutical Gummies Market Outlook, By Natural (2024-2032) (\$MN)
- Table 13 Global Nutraceutical Gummies Market Outlook, By Synthetic (2024-2032) (\$MN)
- Table 14 Global Nutraceutical Gummies Market Outlook, By Organic (2024-2032) (\$MN)
- Table 15 Global Nutraceutical Gummies Market Outlook, By Packaging Type (2024-2032) (\$MN)
- Table 16 Global Nutraceutical Gummies Market Outlook, By Bottles (2024-2032) (\$MN)
- Table 17 Global Nutraceutical Gummies Market Outlook, By Sachets (2024-2032) (\$MN)
- Table 18 Global Nutraceutical Gummies Market Outlook, By Pouches (2024-2032) (\$MN)
- Table 19 Global Nutraceutical Gummies Market Outlook, By Blister Packs (2024-2032) (\$MN)
- Table 20 Global Nutraceutical Gummies Market Outlook, By Sales Channel (2024-2032) (\$MN)
- Table 21 Global Nutraceutical Gummies Market Outlook, By E-commerce (2024-2032) (\$MN)
- Table 22 Global Nutraceutical Gummies Market Outlook, By Pharmacies (2024-2032)

(\$MN)

Table 23 Global Nutraceutical Gummies Market Outlook, By Health Stores (2024-2032)

(\$MN)

Table 24 Global Nutraceutical Gummies Market Outlook, By Supermarkets (2024-2032)

(\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

## I would like to order

Product name: Nutraceutical Gummies Market Forecasts to 2032 – Global Analysis By Formulation (Vitamins, Minerals, Protein-Enriched, and Omega Fatty Acids), Consumer Age, Source, Packaging Type, Sales Channel and By Geography

Product link: <https://marketpublishers.com/r/NE3D07B446B9EN.html>

Price: US\$ 4,150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/NE3D07B446B9EN.html>