

# **Nutraceuticals & Daily Nutrition Products Market Forecasts to 2032 – Global Analysis By Product Type (Vitamins & Minerals, Dietary Supplements, Functional Foods & Beverages, Sports Nutrition Products, Weight Management Nutrition, and Other Product Types), Form, Distribution Channel, Application, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Nutraceuticals & Daily Nutrition Products Market is accounted for \$547.74 billion in 2025 and is expected to reach \$902.82 billion by 2032 growing at a CAGR of 7.4% during the forecast period. Nutraceuticals and daily nutrition products refer to specialized food-based offerings and supplements developed to enhance health in addition to fulfilling daily nutritional needs. Enriched with functional components like essential vitamins, minerals, botanicals, probiotics, proteins, and healthy fats, they help maintain overall well-being and address modern lifestyle challenges. Consumed as part of a regular diet, these products support immunity, digestive health, vitality, and metabolic balance, playing a key role in promoting preventive healthcare and sustained nutritional adequacy.

### **Market Dynamics:**

Driver:

E-Commerce & digital accessibility

Consumers increasingly prefer online channels for convenient access to vitamins, supplements, and functional nutrition products, supported by home delivery and

subscription models. Digital platforms enable brands to reach a wider audience, including health-conscious millennials and urban populations. The availability of product information, reviews, and personalized recommendations enhances consumer trust and purchase decisions. Social media, fitness apps, and influencer marketing are further strengthening digital engagement with nutraceutical brands. As smartphone penetration and internet access improve globally, online sales are becoming a key growth catalyst for the market.

#### Restraint:

##### Availability of counterfeit products

Fake supplements often mimic branded packaging, making it difficult for consumers to distinguish genuine products from imitations. These products may contain incorrect dosages or harmful ingredients, undermining consumer safety and confidence. Regulatory oversight varies across regions, allowing counterfeit products to penetrate informal and online distribution channels. Legitimate manufacturers face reputational damage and revenue losses due to unfair competition from low-quality alternatives.

#### Opportunity:

##### Sustainable & plant-based alternatives

Demand for vegan proteins, herbal supplements, and clean-label formulations is rising across developed and emerging markets. Manufacturers are increasingly sourcing natural, organic, and responsibly cultivated ingredients to meet evolving preferences. Sustainable packaging solutions are also gaining traction, aligning with environmental goals and brand differentiation strategies. Innovations in plant-derived bioactives and fermentation technologies are expanding product portfolios. This shift toward sustainable nutrition is opening new avenues for premiumization and long-term market growth.

#### Threat:

##### Intense market fragmentation

Low entry barriers encourage new brands, intensifying competition across pricing, formulation, and marketing strategies. Smaller companies often rely on niche positioning, while large players leverage scale and brand recognition. This

fragmentation leads to high promotional spending and pressure on profit margins. Consumers face an overwhelming variety of choices, making brand loyalty difficult to sustain.

### Covid-19 Impact

The COVID-19 pandemic significantly reshaped demand patterns within the nutraceuticals and daily nutrition products market. Heightened focus on immunity, preventive healthcare, and overall wellness led to a surge in supplement consumption. Supply chains initially faced disruptions due to lockdowns, raw material shortages, and logistics constraints. Regulatory bodies in several regions introduced flexible guidelines to ensure product availability. Post-pandemic, sustained health awareness continues to support long-term market expansion.

The tablets & capsules segment is expected to be the largest during the forecast period

The tablets & capsules segment is expected to account for the largest market share during the forecast period, due to ease of consumption, precise dosage, and longer shelf life. Tablets and capsules are suitable for a broad range of products, including vitamins, minerals, herbal extracts, and probiotics. Manufacturers favor this segment because of cost-effective production and standardized formulations. Consumers also associate capsules and tablets with clinical credibility and convenience. The continued demand for daily supplementation is reinforcing the dominance of this segment.

The athletes & fitness enthusiasts segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the athletes & fitness enthusiasts segment is predicted to witness the highest growth rate, due to rising participation in sports, gym activities, and endurance training is driving demand for performance-enhancing nutrition. Products such as protein supplements, amino acids, and recovery formulations are gaining strong traction among this group. Increased awareness of muscle recovery, stamina, and injury prevention supports higher consumption levels. Social media influence and fitness communities are also shaping purchasing behavior.

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

During the forecast period, the North America region is expected to hold the largest market share, due to high consumer awareness regarding health, wellness, and

preventive nutrition supports strong product adoption. The region benefits from a well-established dietary supplements industry and robust regulatory frameworks. Advanced retail infrastructure, including online platforms and specialty health stores, enhances product accessibility. Strong presence of leading nutraceutical brands drives innovation and marketing investments. Rising demand for personalized and functional nutrition further strengthens regional dominance.

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

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, owing to rapid urbanization, rising disposable incomes, and changing dietary habits are fueling demand for daily nutrition products. Countries such as China, India, and Japan are witnessing growing interest in preventive healthcare and supplementation. Expanding middle-class populations are increasingly adopting vitamins, minerals, and herbal nutraceuticals. E-commerce growth and digital health awareness are accelerating market penetration.

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

Some of the key players profiled in the Nutraceuticals & Daily Nutrition Products Market include Nestle S.A., Swisse We, Herbalife, Blackmore, Amway Co, Nature's B, Bayer AG, Otsuka Ho, Glanbia plc, General M, Abbott Lab, Danone S., DSM-Firm, Archer Da, and GNC Hold.

### **Key Developments:**

In November 2025, Nestle has been chosen to join the Frontier Firm AI Initiative, a multi-year collaboration launched by the Digital Data Design Institute at Harvard (D<sup>3</sup>) and Microsoft. The initiative brings together forward-focused organizations and academic minds to explore and shape the future of human-led, AI-driven business.

In November 2025, Abbott and Exact Sciences announced a definitive agreement for Abbott to acquire Exact Sciences, which will enable it to enter and lead in fast-growing cancer diagnostics segments, serving millions more people. Under the terms of the agreement, Exact Sciences shareholders will receive \$105 per common share, representing a total equity value of approximately \$21 billion.

### **Product Types Covered:**

Vitamins & Minerals

Dietary Supplements

Functional Foods & Beverages

Sports Nutrition Products

Weight Management Nutrition

Other Product Types

Forms Covered:

Tablets & Capsules

Powders

Liquids & Syrups

Gummies & Chewables

Bars & Snacks

Distribution Channels Covered:

Online Retail

Offline Retail

Applications Covered:

General Health & Wellness

Immunity Boosting

Digestive Health

Cardiovascular Health

Bone & Joint Health

Cognitive & Brain Health

Energy & Endurance

Weight Management

Sports & Performance Enhancement

#### End Users Covered:

Adults

Seniors

Children & Infants

Athletes & Fitness Enthusiasts

Pregnant & Lactating 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 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

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