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Vitamins and Minerals Market Forecasts to 2034 – Global Analysis By Product Type (Vitamins and Minerals), Formulation, Distribution Channel, Application, End User and By Geography

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Abstracts

According to Stratistics MRC, the Global Vitamins and Minerals Market is accounted for $20.7 billion in 2026 and is expected to reach $35.1 billion by 2034 growing at a CAGR of 6.8% during the forecast period. Vitamins and minerals are crucial nutrients needed in small amounts to keep the body functioning efficiently. They contribute to important activities including energy production, immune defense, strong bones, and proper nerve signaling. Nutrients such as vitamins A, C, D, and E help safeguard cells and strengthen immunity, while minerals like calcium, iron, and potassium support bone health, blood formation, and muscle performance. Because the body produces limited quantities of these nutrients, they must be consumed through food or dietary supplements. Regular consumption ensures nutritional balance, prevents deficiencies, and supports overall wellness and healthy living.

According to the World Health Organization (WHO), more than 2 billion people worldwide suffer from micronutrient deficiencies, particularly in vitamins and minerals such as iron, vitamin A, and iodine.

Market Dynamics:

Driver:

Increasing prevalence of nutritional deficiencies

The growing incidence of nutrient deficiencies globally is a significant factor boosting the

vitamins and minerals market. Unhealthy eating patterns, reliance on processed foods, and lack of access to nutritious options often result in insufficient intake of essential nutrients. Such deficiencies can cause health complications like reduced immunity, anemia, and bone-related problems. As a result, people are increasingly turning to dietary supplements to meet their nutritional needs. Additionally, initiatives by governments and health bodies to promote supplementation are encouraging wider adoption, thereby contributing to the steady growth of the vitamins and minerals industry.

Restraint:

High cost of quality supplements

Expensive pricing of high-quality vitamin and mineral supplements acts as a barrier to market growth. Products made with superior ingredients and advanced production techniques tend to cost more, reducing their accessibility for budget-conscious consumers. This is especially evident in emerging markets where affordability plays a crucial role in purchasing decisions. Consequently, people often opt for lower-cost substitutes that may lack effectiveness or safety. Financial instability and varying income levels also discourage spending on such health products. These cost-related challenges limit consumer reach and hinder the broader expansion of the vitamins and minerals market.

Opportunity:

Growth in personalized nutrition

The rise of personalized nutrition creates significant opportunities in the vitamins and minerals market. People are now looking for supplements designed according to their specific health requirements, including age, habits, and medical conditions. Technological advancements like health tracking devices and diagnostic tools allow brands to provide customized solutions. These tailored products improve outcomes and increase customer loyalty. Growing awareness about individual wellness needs further boosts demand for such offerings. Businesses focusing on innovation and personalized product development can strengthen their market position, making this trend an important driver for future expansion in the vitamins and minerals industry.

Threat:

Intense market competition

Strong competition represents a major challenge for the vitamins and minerals market. A large number of international and local companies provide comparable products, making it hard for brands to stand out. Businesses compete through pricing strategies, product quality, innovation, and marketing efforts, often resulting in lower profit margins. The entry of new players and growth of private-label products add further pressure on established firms. Maintaining customer loyalty becomes difficult in such a competitive landscape. As a result, companies must continuously invest in innovation and promotion, which can increase costs and restrict long-term profitability and expansion.

Covid-19 Impact:

The outbreak of COVID-19 significantly influenced the vitamins and minerals market by boosting consumer interest in health and immunity products. Concerns about the virus led many individuals to focus on preventive care, increasing the use of dietary supplements. Nutrients like vitamin C, vitamin D, and zinc became highly sought after due to their association with immune support. At the same time, the industry encountered challenges such as disrupted supply chains, limited raw materials, and transportation issues during lockdown periods. Nevertheless, the market saw overall expansion, driven by heightened awareness, growth in e-commerce, and a sustained emphasis on health and wellness.

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

The tablets segment is expected to account for the largest market share during the forecast period because of their practicality, low cost, and easy accessibility. They are simple to handle, provide accurate dosage, and maintain stability over longer periods, which appeals to consumers. Their production is economical, enabling manufacturers to price them competitively in the market. The portable nature of tablets also adds to their convenience for daily use. Moreover, they are commonly prescribed or suggested by healthcare experts, strengthening consumer confidence. Owing to these benefits, tablets continue to lead as the most widely used form in the global vitamins and minerals market.

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

Over the forecast period, the elderly population segment is predicted to witness the highest growth rate, mainly due to the expanding global aging population and increasing focus on senior health. Older individuals are more likely to face nutrient deficiencies, reduced immunity, and age-related diseases like bone disorders and heart conditions. This increases the need for supplements that enhance strength, mental health, and overall well-being. Rising awareness about maintaining health in later life and the importance of preventive care further supports supplement usage. Recommendations from healthcare providers also encourage adoption, driving strong growth in this segment.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share owing to strong awareness about health, developed healthcare systems, and high usage of dietary supplements. The region benefits from an organized market structure with efficient distribution through retail stores and digital platforms. Growing interest in preventive care and healthy lifestyles has increased supplement consumption among consumers. Moreover, the presence of major industry players and ongoing innovation enhances market expansion. Supportive regulations and higher spending capacity among individuals further drive demand, making North America the leading region in the global vitamins and minerals market.

Region with highest CAGR:

Over the forecast period, the Asia-Pacific region is anticipated to exhibit the highest CAGR, driven by increasing urban development, higher income levels, and growing awareness about health and nutrition. Large populations in nations such as China and India are contributing to rising demand for supplements, especially among the expanding middle class. Shifts in lifestyle, evolving eating patterns, and greater emphasis on preventive care are promoting supplement usage. Government efforts to reduce nutrient deficiencies also play a key role in market expansion. Furthermore, the growth of online retail and better product accessibility are accelerating the market’s progress in this region.

Key players in the market

Some of the key players in Vitamins and Minerals Market include Abbott Laboratories, Amway, Bayer AG, Blackmores, By-health, DSM-Firmenich, Glanbia PLC, GNC Holdings, LLC, Haleon, Herbalife Nutrition Ltd., H&H Group, Nestl? SA, Nu Skin Enterprises, Inc., Otsuka Holdings Co., Pharmavite (Nature Made), Puritan's Pride,

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Suntory Holdings Limited and USANA Health Sciences, Inc.

Key Developments:

In June 2026, Nestl? is partnering with US-based biotechnology company Helaina to advance early-life nutrition. The multiyear partnership aims to understand new bioactive proteins and their role in early-life development. The Swiss company says the work will contribute to its ongoing efforts to translate scientific insights into nutrition solutions for specific health benefits.

In July 2025, Bayer signed a development and distribution agreement with French pheromones expert company M2i Group for the exclusive distribution of pheromone gels for the Asia-Pacific as well as the Latin America region and the United States building on its successful collaboration and related product launches in Europe and Africa.

In June 2025, Abbott entered a partnership with Abu Dhabi's Department of Health to manufacture medicines in the United Arab Emirates capital as part of the country's effort to strengthen its supply chain and bolster its overall healthcare system. The deal was inked during the recent BIO International Convention held in Boston and focuses on four key elements that comprise Abbott setting up local production of its pharmaceutical catalog, the development of biosimilars, adopting more digital patient offerings and a healthcare education and workforce development initiative.

Product Types Covered:

- Vitamins
- Minerals

Formulations Covered:

- Tablets
- Capsules
- Powders

Liquids

Gummies

Distribution Channels Covered:

Supermarkets & Hypermarkets

Pharmacies & Drug Stores

Online Retail

Specialty Stores

Other Distribution Channels

Applications Covered:

Dietary Supplements

Functional Foods & Beverages

Pharmaceuticals

Animal Nutrition

Infant Nutrition

Sports Nutrition

End Users Covered:

Adults

Children

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Pregnant Women

Elderly Population

Regions Covered:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

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  - India
  - South Korea
  - Australia
  - Indonesia
  - Thailand
  - Malaysia
  - Singapore
  - Vietnam
  - Rest of Asia Pacific
- South America
  - Brazil
  - Argentina
  - Colombia
  - Chile
  - Peru
  - Rest of South America
- Rest of the World (RoW)

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Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of 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 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034

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

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13 COMPANY PROFILES

13.1 Abbott Laboratories
13.2 Amway
13.3 Bayer AG
13.4 Blackmores
13.5 By-health
13.6 DSM-Firmenich
13.7 Glanbia PLC
13.8 GNC Holdings, LLC
13.9 Haleon
13.10 Herbalife Nutrition Ltd.
13.11 H&H Group
13.12 Nestl? SA
13.13 Nu Skin Enterprises, Inc.
13.14 Otsuka Holdings Co.
13.15 Pharmavite (Nature Made)
13.16 Puritan's Pride
13.17 Suntory Holdings Limited
13.18 USANA Health Sciences, Inc.

List Of Tables

LIST OF TABLES

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Note: Tables for North America, Europe, APAC, South America, and Rest of the World (RoW) Regions are also represented in the same manner as above.

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