

Water-Soluble and Powdered Supplement Market Forecasts to 2032 – Global Analysis By Type (Vitamins, Minerals, Proteins & Amino Acids, Herbal & Botanical Extracts, Probiotics & Digestive Enzymes, and Specialty Supplements), Form, Function, Distribution Channel, Gender, and By Geography

<https://marketpublishers.com/r/WD751572B35CEN.html>

Date: October 2025

Pages: 200

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

ID: WD751572B35CEN

Abstracts

According to Statistics MRC, the Global Water-Soluble and Powdered Supplement Market is accounted for \$31.2 billion in 2025 and is expected to reach \$68.1 billion by 2032 growing at a CAGR of 11.8% during the forecast period. Water-soluble and powdered supplement covers vitamins, minerals, protein powders, and functional blends formulated as powders or water-soluble sachets for easy consumption and absorption. Growth is propelled by health-conscious consumers, on-the-go lifestyles, and innovation in targeted formulations for immunity, performance, and recovery. E-commerce and direct-to-consumer models expand reach, while clean-label and personalized nutrition trends drive product development.

Market Dynamics:

Driver:

Rapid consumer interest in health & immunity

Rapid consumer interest in health and immunity is accelerating demand for water-soluble and powdered supplements, as more consumers seek convenient, science-informed ways to support daily wellness and resilience. This shift has prompted manufacturers to expand product lines with immune-focused vitamins, adaptogens,

probiotics and fortified drink mixes while enhancing taste, solubility and bioavailability to boost adoption. E-commerce growth, subscription services and personalised nutrition platforms are widening reach and enabling targeted communication, and drive sustained category growth.

Restraint:

Stringent regulation and claims scrutiny

Stringent regulation and claims scrutiny constrain market expansion by raising compliance costs for manufacturers and increasing time-to-market for new formulations. Authorities in major markets demand scientific substantiation for health claims, transparent labeling, and adherence to safety thresholds for vitamins, minerals and botanicals, which forces firms to invest in third-party testing, clinical studies and robust quality management systems. Cross-border regulatory differences complicate launches and sometimes require reformulation, thereby slowing innovation. Consequently, smaller players may be excluded while consumers face limited choices and higher prices overall.

Opportunity:

Expansion into emerging markets

Expansion into emerging markets represents a major growth opportunity as rising incomes, urbanisation and health awareness drive demand for preventive nutrition. Companies can localise formulations and flavours to match regional tastes, leverage growing modern retail and mobile commerce networks, and partner with local distributors to scale quickly. Additionally, affordability-focused formats such as single-serve sachets and value packs can unlock mass-market penetration, while co-branded programmes with healthcare professionals and tailored marketing will build trust, create repeat purchase behaviour and long-term loyalty globally.

Threat:

High-profile recalls damaging consumer trust

High-profile recalls and contamination incidents pose a serious threat by eroding consumer trust and prompting regulatory crackdowns, which can shrink category demand and force costly corrective actions. Publicised mislabelling, undeclared

allergens, or microbial contamination amplified on social media lead retailers to delist brands and trigger class-action litigation, increasing reputational and financial risk.

Covid-19 Impact:

The COVID-19 pandemic reshaped demand and supply for water-soluble and powdered supplements: consumers rapidly purchased immunity and vitamin products, boosting short-term sales, while supply chains experienced ingredient shortages and manufacturing slowdowns. E-commerce and direct-to-consumer channels expanded as retail footfall fell, and regulators issued emergency guidance that sometimes accelerated approvals. Over time, heightened scrutiny and a shift toward clinically supported claims emerged, and companies adapted with resilient sourcing, inventory buffers and marketing.

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. Vitamins benefit from broad clinical recognition and consumer familiarity, which makes them a primary entry point for powdered and water-soluble supplement consumption. Single vitamins such as vitamin D and vitamin C, along with multivitamin blends, address widespread nutritional gaps across ages and life stages, supporting sustained demand. Manufacturers favour vitamin formulations for their established regulatory pathways and predictable stability profiles, while innovation in delivery, flavour and bioavailability preserves growth momentum and support ongoing innovation.

The stick packs & sachets segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the stick packs & sachets segment is predicted to witness the highest growth rate. Single-serve stick packs and sachets align with on-the-go lifestyles, providing measured doses, minimal preparation and easy transport, which appeals to busy consumers and travellers. Their low unit cost, reduced packaging waste per serving and suitability for powdered drink mixes make them attractive for mass-market rollouts and sample promotions. Rising e-commerce and subscription services further enable trial and repeat purchases, and convenience.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share. A mature health and wellness culture, high per-capita spending on dietary supplements and advanced retail infrastructure support strong market penetration for water-soluble and powdered formats. The region benefits from established contract manufacturers, rigorous quality standards and widespread third-party certification, which reassure consumers and retailers. Robust e-commerce, healthcare practitioner endorsement and sports nutrition demand further sustain category leadership and encourage innovation. Furthermore, sports nutrition demand and ageing populations will sustain premium formulation growth momentum.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR. Rapid urbanisation, rising disposable incomes and greater health awareness among younger populations are accelerating acceptance of powdered and water-soluble supplements. Local manufacturers are innovating with region-specific botanicals and flavours while e-commerce platforms and modern trade channels enable wide distribution even in tier-two cities. Regulatory reforms and improved supply chain infrastructure are lowering barriers to entry, and cross-border exports are expanding as domestic quality standards climb. Additionally, strategic partnerships, affordable single-serve formats and targeted marketing to millennial consumers will drive penetration.

Key players in the market

Some of the key players in Water-Soluble and Powdered Supplement Market include Amway Corporation, Nestlé Health Science, Abbott Laboratories, Bayer AG, Glanbia plc, Nature's Way Brands, LLC, OZiva, Herbalife Nutrition Ltd., NOW Foods, Otsuka Pharmaceutical Co., Ltd., Jarrow Formulas, Inc., Kemin Industries, Inc., Alltech, Inc., Cargill, Incorporated, Florida Supplement, L.L.C., Private Label Express USA, Robinson Pharma, Inc., Unilever PLC, Liquid I.V., and Olly Public Benefit Corporation.

Key Developments:

In June 2025, Amway, the world's largest direct selling enterprise signaled its intention to grow its collaboration with South Korea-based HEM Pharma. This announcement follows a decade of groundbreaking collaboration between the companies since Amway first initiated research and collaboration with HEM in 2016. The companies have reinforced their shared commitment to advancing joint scientific research, technology, and services in the field of microbiome health across the more than 100 countries and

territories where Amway conducts business.

In August 2024, Nestlé Health Science and Seres Therapeutics, Inc. announced that they have signed an agreement in which Nestlé Health Science will acquire the VOWST business. Nestlé Health Science has been commercializing the VOWST (fecal microbiota spores, live-brpk) capsules since its launch in June 2023 in the United States. This transaction will allow Nestlé Health Science full control over the further development, commercialization, and manufacturing of VOWST in the US and worldwide.

In March 2024, Japan's Otsuka Pharmaceutical opens new tab said it agreed to pay more than \$1 billion to acquire Jnana Therapeutics as it looks to expand its drug pipeline and research base in the Boston area. Japan's Otsuka Pharmaceutical (4578.T), opens new tab said on Thursday it agreed to pay more than \$1 billion to acquire Jnana Therapeutics as it looks to expand its drug pipeline and research base in the Boston area.

Types Covered:

Vitamins

Minerals

Proteins & Amino Acids

Herbal & Botanical Extracts

Probiotics & Digestive Enzymes

Specialty Supplements

Forms Covered:

Pure Powder

Effervescent Tablets & Powders

Stick Packs & Sachets

Instant Mixes

Functions Covered:

Health & Wellness

Sports Nutrition & Performance

Weight Management

Immune Support

Energy & Endurance

Beauty & Skincare (Nutricosmetics)

Distribution Channels Covered:

Supermarkets & Hypermarkets

Specialty Stores

Online Retail/E-commerce

Pharmacy & Drug Stores

Direct Sales/D2C Brands

Genders Covered:

Male

Female

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

Water-Soluble and Powdered Supplement Market Forecasts to 2032 – Global Analysis By Type (Vitamins, Minerals,...

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 WATER-SOLUBLE AND POWDERED SUPPLEMENT MARKET, BY TYPE

- 5.1 Introduction
- 5.2 Vitamins
- 5.3 Minerals
- 5.4 Proteins & Amino Acids
- 5.5 Herbal & Botanical Extracts
- 5.6 Probiotics & Digestive Enzymes
- 5.7 Specialty Supplements

6 GLOBAL WATER-SOLUBLE AND POWDERED SUPPLEMENT MARKET, BY FORM

- 6.1 Introduction
- 6.2 Pure Powder
- 6.3 Effervescent Tablets & Powders
- 6.4 Stick Packs & Sachets
- 6.5 Instant Mixes

7 GLOBAL WATER-SOLUBLE AND POWDERED SUPPLEMENT MARKET, BY FUNCTION

- 7.1 Introduction
- 7.2 Health & Wellness
- 7.3 Sports Nutrition & Performance
- 7.4 Weight Management
- 7.5 Immune Support
- 7.6 Energy & Endurance
- 7.7 Beauty & Skincare (Nutricosmetics)

8 GLOBAL WATER-SOLUBLE AND POWDERED SUPPLEMENT MARKET, BY DISTRIBUTION CHANNEL

- 8.1 Introduction
- 8.2 Supermarkets & Hypermarkets
- 8.3 Specialty Stores
- 8.4 Online Retail/E-commerce
- 8.5 Pharmacy & Drug Stores
- 8.6 Direct Sales/D2C Brands

9 GLOBAL WATER-SOLUBLE AND POWDERED SUPPLEMENT MARKET, BY GENDER

9.1 Introduction

9.2 Male

9.3 Female

10 GLOBAL WATER-SOLUBLE AND POWDERED SUPPLEMENT 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 Amway Corporation

12.2 Nestlé Health Science

12.3 Abbott Laboratories

12.4 Bayer AG

12.5 Glanbia plc

12.6 Nature's Way Brands, LLC

12.7 OZiva

12.8 Herbalife Nutrition Ltd.

12.9 NOW Foods

12.10 Otsuka Pharmaceutical Co., Ltd.

12.11 Jarrow Formulas, Inc.

12.12 Kemin Industries, Inc.

12.13 Alltech, Inc.

12.14 Cargill, Incorporated

12.15 Florida Supplement, L.L.C.

12.16 Private Label Express USA

12.17 Robinson Pharma, Inc.

12.18 Unilever PLC

12.19 Liquid I.V.

12.20 Olly Public Benefit Corporation

List Of Tables

LIST OF TABLES

Table 1 Global Water-Soluble and Powdered Supplement Market Outlook, By Region (2024-2032) (\$MN)

Table 2 Global Water-Soluble and Powdered Supplement Market Outlook, By Type (2024-2032) (\$MN)

Table 3 Global Water-Soluble and Powdered Supplement Market Outlook, By Vitamins (2024-2032) (\$MN)

Table 4 Global Water-Soluble and Powdered Supplement Market Outlook, By Minerals (2024-2032) (\$MN)

Table 5 Global Water-Soluble and Powdered Supplement Market Outlook, By Proteins & Amino Acids (2024-2032) (\$MN)

Table 6 Global Water-Soluble and Powdered Supplement Market Outlook, By Herbal & Botanical Extracts (2024-2032) (\$MN)

Table 7 Global Water-Soluble and Powdered Supplement Market Outlook, By Probiotics & Digestive Enzymes (2024-2032) (\$MN)

Table 8 Global Water-Soluble and Powdered Supplement Market Outlook, By Specialty Supplements (2024-2032) (\$MN)

Table 9 Global Water-Soluble and Powdered Supplement Market Outlook, By Form (2024-2032) (\$MN)

Table 10 Global Water-Soluble and Powdered Supplement Market Outlook, By Pure Powder (2024-2032) (\$MN)

Table 11 Global Water-Soluble and Powdered Supplement Market Outlook, By Effervescent Tablets & Powders (2024-2032) (\$MN)

Table 12 Global Water-Soluble and Powdered Supplement Market Outlook, By Stick Packs & Sachets (2024-2032) (\$MN)

Table 13 Global Water-Soluble and Powdered Supplement Market Outlook, By Instant Mixes (2024-2032) (\$MN)

Table 14 Global Water-Soluble and Powdered Supplement Market Outlook, By Function (2024-2032) (\$MN)

Table 15 Global Water-Soluble and Powdered Supplement Market Outlook, By Health & Wellness (2024-2032) (\$MN)

Table 16 Global Water-Soluble and Powdered Supplement Market Outlook, By Sports Nutrition & Performance (2024-2032) (\$MN)

Table 17 Global Water-Soluble and Powdered Supplement Market Outlook, By Weight Management (2024-2032) (\$MN)

Table 18 Global Water-Soluble and Powdered Supplement Market Outlook, By Immune

Support (2024-2032) (\$MN)

Table 19 Global Water-Soluble and Powdered Supplement Market Outlook, By Energy & Endurance (2024-2032) (\$MN)

Table 20 Global Water-Soluble and Powdered Supplement Market Outlook, By Beauty & Skincare (Nutricosmetics) (2024-2032) (\$MN)

Table 21 Global Water-Soluble and Powdered Supplement Market Outlook, By Distribution Channel (2024-2032) (\$MN)

Table 22 Global Water-Soluble and Powdered Supplement Market Outlook, By Supermarkets & Hypermarkets (2024-2032) (\$MN)

Table 23 Global Water-Soluble and Powdered Supplement Market Outlook, By Specialty Stores (2024-2032) (\$MN)

Table 24 Global Water-Soluble and Powdered Supplement Market Outlook, By Online Retail/E-commerce (2024-2032) (\$MN)

Table 25 Global Water-Soluble and Powdered Supplement Market Outlook, By Pharmacy & Drug Stores (2024-2032) (\$MN)

Table 26 Global Water-Soluble and Powdered Supplement Market Outlook, By Direct Sales/D2C Brands (2024-2032) (\$MN)

Table 27 Global Water-Soluble and Powdered Supplement Market Outlook, By Gender (2024-2032) (\$MN)

Table 28 Global Water-Soluble and Powdered Supplement Market Outlook, By Male (2024-2032) (\$MN)

Table 29 Global Water-Soluble and Powdered Supplement Market Outlook, By Female (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: Water-Soluble and Powdered Supplement Market Forecasts to 2032 – Global Analysis By Type (Vitamins, Minerals, Proteins & Amino Acids, Herbal & Botanical Extracts, Probiotics & Digestive Enzymes, and Specialty Supplements), Form, Function, Distribution Channel, Gender, and By Geography

Product link: <https://marketpublishers.com/r/WD751572B35CEN.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

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/WD751572B35CEN.html>