

Canada Dietary Supplements Market, By Product Type (Vitamin, Combination Dietary Supplements, Protein, Herbal Supplements, Fish Oil & Omega Fatty Acid, Others), By Form (Capsules, Tablets, Powder, Soft Gels, Liquid), By Distribution Channel (Pharmacies and Drug Stores, Online, Supermarkets and Hypermarkets, Others), By Application (Immunity, General Health, Energy & Weight Management, Bone & Joint Health, Others), By End User (Adults, Geriatric, Pregnant Females, Children, Infants), By Region, Competition, Forecast, Opportunities, 2028

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Abstracts

The Canada Dietary Supplements Market is anticipated to witness remarkable growth during the forecast period. This can be ascribed to the growing demand for functional food because it gives health benefits such as bone healing, cholesterol control, better heart health, and proper nutrition intake. Also, the increasing demand for fortified food additives along with growing demand for functional foods and nutritional additives such as omega 3 fatty acids, fiber, vitamins, and minerals for increasing the nutritional value in processed food items is expected to create a lucrative growth of Canada dietary supplements market during the forecast period. According to Statistics Canada, since 2021, 556 food supplement stores have been opened in the Ontario region of the country, which caters to the highest count in Canada.

Growing Aging Population

The aging population in Canada has had a significant impact on the growth of the dietary supplements market. As people age, their nutritional needs change, and they may require additional vitamins, minerals, and other nutrients to maintain their health and prevent diseases. This has led to an increased demand for dietary supplements among older adults in Canada. Moreover, older adults in Canada are more likely to have chronic health conditions, such as heart disease, diabetes, and osteoporosis. Many of these conditions can be managed or prevented with proper nutrition and dietary supplementation. This has led to an increased demand for supplements that can support heart health, bone health, and blood sugar control. The Canadian population is aging rapidly, with the proportion of seniors (aged 65 and over) projected to reach 23% out of the total population by 2030. This demographic shift has created a large growing market for dietary supplements targeted towards older adults. As a result, the vitamin and mineral supplements segment, catering to the nutritional needs of older adults, for curing the heart problem, diabetes holds the largest market share in the Canadian dietary supplements market.

Growing awareness about health benefits

Health consciousness has had a significant impact on the growth of the dietary supplements market in Canada. Consumers are becoming more aware of the role that nutrition plays in maintaining optimal health and preventing diseases. This has led to an increased demand for dietary supplements that can support overall health and well-being. With the rise of social media and the availability of information there, Canadians are being increasingly informed about health and nutrition. They are seeking ways to support their health through diet and lifestyle changes, and many are turning to dietary supplements to complement their efforts. Furthermore, the growing prevalence of chronic diseases, such as heart disease, diabetes, and cancer, has made Canadians more aware of the importance of preventive healthcare. Many consumers are looking for ways to prevent disease and maintain their health, and they view dietary supplements to achieve these goals. Consumers are also seeking supplements made from natural ingredients such as from vitamins, minerals, herbs or plants, and amino acids. The trend towards natural and organic products in Canada has led to an increased demand for herbal supplements, which are perceived to be safer and more effective than synthetic supplements made from chemical compound.

Easy delivery of supplements

Convenience has had a significant impact on the growth of the dietary supplements market in Canada. Consumers are increasingly seeking products that are easy to get,

use, and integrate into their busy lifestyles. One of the main ways that convenience has influenced the growth of the market is through the development of new delivery formats. Companies are developing supplements in a range of formats, such as gummies, powders, and chewable tablets, that are easy to take on-the-go and integrate into daily routines. For example, gummy supplements have become increasingly popular among consumers who find them more palatable and easier to take than traditional capsules. Additionally, the availability of supplements in retail stores and online has influenced the market growth. Consumers can now purchase supplements from pharmacies, grocery stores, and online retailers. This makes it easier for consumers to access the products they need without having to go out of their way to find them. Furthermore, many supplements are now being formulated to provide a combination of vitamins and minerals, allowing consumers to take a single supplement instead of multiple pills. This makes it more convenient for consumers to get the nutrients they need without having to take many pills or supplements.

Increasing disposable income

Increased disposable income has had a significant impact on the growth of the dietary supplements market in Canada. As consumers have more disposable income, they are more willing to spend money on products that support their health and well-being, including dietary supplements. With increased disposable income, consumers can purchase higher-priced or premium supplements such as NUTRILITE. This has led to the development of a wide range of specialized supplements, such as sports nutrition supplements, weight management supplements, and supplements for specific health conditions. Furthermore, increased disposable income has allowed consumers to invest in preventive healthcare, which includes the use of dietary supplements. In addition, increased disposable income has allowed consumers to purchase dietary supplements from a variety of sources, including health food stores, online retailers, and specialized supplement stores. This has increased the accessibility of supplements to a wider range of consumers and has helped to drive growth in the market.

Growing demand for preventive healthcare

Preventive healthcare has had a significant impact on the growth of the dietary supplements market in Canada. Preventive healthcare involves taking steps to avoid disease before it occurs, and the use of dietary supplements helps in this strategy. Many consumers view supplements to fill nutritional gaps in their diets and support overall health and wellness. The use of dietary supplements as a preventive healthcare strategy has become increasingly popular in recent years, and this trend is expected to

continue. One of the reasons for the growth of the preventive healthcare segment is the increasing focus on healthy aging. As the population ages, there is a growing awareness of the importance of maintaining health and preventing disease. Additionally, the use of dietary supplements as a preventive healthcare strategy has been driven by a growing awareness of the importance of nutrition in maintaining health.

Recent Developments

Centrum Multigummies: Launched in 2021, Centrum Multigummies are a new addition to the Centrum line of multivitamins. These gummies are designed to provide a convenient and tasty way for consumers to get their daily recommended intake of vitamins and minerals.

NutraChamps Ashwagandha Capsules: NutraChamps Ashwagandha Capsules were launched in 2020 and are designed to support stress relief, anxiety, and mood. Made from high-quality ashwagandha root extract, these capsules are vegan and non-GMO.

Vega Sport Premium Protein Powder: Launched in 2019, Vega Sport Premium Protein Powder is a plant-based protein powder designed to support muscle recovery and performance. This powder is made from a blend of pea, pumpkin seed, sunflower seed, and alfalfa protein, and is available in a variety of flavours.

Progressive MultiVitamin for Active Men and Women: Progressive MultiVitamin for Active Men and Women is a line of multivitamins designed for individuals with an active lifestyle. These multivitamins were launched in 2018 and are formulated with a blend of vitamins, minerals, and antioxidants to support overall health and wellness.

Market Segmentation

The Canada dietary supplements market can be segmented by product type, form, distribution channel, application, end user, and region. Based on product type, the market can be segmented into vitamin, combination dietary supplements, protein, herbal supplements, fish oil & omega fatty acid, and others. Based on form, the market can be segmented into capsules, tablets, powder, soft gels, and liquid. Based on distribution channel, the market can be grouped into pharmacies and drug stores,

online, supermarkets and hypermarkets, and others. Based on application, the market can be grouped into immunity, general health, energy & weight management, bone & joint health, and others. Based on end user, the market can be grouped into adults, geriatric, pregnant females, children, and infants.

Market Players

Pfizer Canada Inc, Bayer Inc., Vitabiotics Ltd, Herbalife of Canada Ltd, Glanbia Nutritionals Canada Inc., Abbott Products Canada Inc., Amway Canada Corp., and GlaxoSmithKline Inc/Canada. are some of the leading players operating in the Canada dietary supplements market.

Report Scope:

In this report, the Canada dietary supplements market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Canada Dietary Supplements Market, By Product Type:

- Vitamin
- Combination Dietary Supplements
- Protein
- Herbal Supplements
- Fish Oil & Omega Fatty Acid
- Others

Canada Dietary Supplements Market, By Form:

- Capsules
- Tablets
- Powder

Soft Gels

Liquid

Canada Dietary Supplements Market, By Distribution Channel:

Pharmacies and Drug Stores

Online

Supermarkets and Hypermarkets

Others

Canada Dietary Supplements Market, By Application:

Immunity

General Health

Energy & Weight Management

Bone & Joint Health

Others

Canada Dietary Supplements Market, By End User:

Adults

Geriatric

Pregnant Females

Children

Infants

Canada Dietary Supplements Market, By Region:

Ontario

Quebec

Alberta

British Columbia

Saskatchewan and Manitoba

Rest of Canada

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present Canada dietary supplements market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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