

Dietary Supplement Market - Global Industry Size, Share, Trends, Opportunity & Forecast, Segmented By Ingredient (Vitamins, Botanicals, Minerals, Protein & Amino Acids, Fibers & Specialty Carbohydrates, Omega Fatty Acids, Probiotics, Prebiotics & Postbiotics, Others), By Form (Tablets, Capsules, Soft gels, Powders, Gummies, Liquids, Others), By Application (Energy & Weight Management, General Health, Bone & Joint Health, Gastrointestinal Health, Immunity, Cardiac Health, Diabetes, Anti-cancer, Lungs Detox/Cleanse, Skin/ Hair/ Nails, Sexual Health, Brain/Mental Health, Insomnia, Menopause, Anti-aging, Prenatal Health, Others), By Distribution Channel (Pharmacies and Drug Stores, Online, Supermarkets and Hypermarkets, Others), By End User (Infants, Children, Adults, Pregnant Women, Geriatric), By Region, & Competition, 2020-2030F

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Abstracts

Global Dietary Supplement Market was valued at USD 192.15 Billion in 2024 and is anticipated to project impressive growth in the forecast period with a CAGR of 9.05% through 2030. The global dietary supplement market has experienced significant growth in recent years, driven by heightened consumer focus on health and wellness,

increased disposable incomes, and shifting dietary habits. This dynamic sector includes a diverse range of products such as vitamins, minerals, botanicals, amino acids, and enzymes, catering to both general health enhancement and targeted nutritional needs.

A rising emphasis on preventive healthcare has accelerated the adoption of supplements, particularly those designed to boost immunity, enhance energy levels, and support cognitive function. However, regional regulatory inconsistencies create barriers to market entry and complicate product labeling requirements.

The market remains fragmented, with key players such as Herbalife Nutrition, Amway, and Abbott Laboratories leveraging substantial investments in research and development, innovative product formulations, and strategic partnerships to maintain competitive advantages and expand market share.

Key Market Drivers

Increasing Health and Wellness Awareness

The rising emphasis on health and wellness among consumers has emerged as a pivotal driver for the growth of the dietary supplements market. As consumers become more informed about the long-term benefits of maintaining good health, there is a growing preference for preventive measures over reactive treatments. Dietary supplements are increasingly recognized as essential tools for supporting immune health, addressing micronutrient deficiencies, and preventing lifestyle-related diseases. This proactive approach to health management has boosted demand across various demographics.

The COVID-19 pandemic amplified awareness of the importance of strong immunity. Consumers now prioritize products that promote immune resilience, including supplements with vitamin C, vitamin D, zinc, and herbal ingredients like echinacea and elderberry. This heightened focus continues to drive market growth even in the post-pandemic era. A scientific brief released by the World Health Organization (WHO) reveals that the global prevalence of anxiety and depression surged by 25% during the first year of the COVID-19 pandemic. The report identifies the demographics most affected and examines the pandemic's impact on mental health service availability, outlining significant changes in access and delivery. Although 90% of surveyed countries incorporated mental health and psychosocial support into their COVID-19 response strategies, the report underscores persistent gaps in implementation. These

shortcomings highlight critical challenges in meeting the heightened demand for mental health services and addressing the long-term consequences of the pandemic on global mental well-being. Modern lifestyles are often associated with high stress levels and mental health challenges. Consumers are turning to supplements such as omega-3 fatty acids, adaptogens, and magnesium, which are marketed for their benefits in stress reduction, mood enhancement, and cognitive support. The growing dialogue around mental wellness has further accelerated this trend. Consumers increasingly view health through a holistic lens, seeking to balance physical, mental, and emotional well-being. Dietary supplements that promote gut health (probiotics and prebiotics), sleep quality (melatonin and ashwagandha), and energy levels are seeing heightened demand as part of this comprehensive approach to wellness. The proliferation of digital platforms and social media has made health and wellness information more accessible than ever. Influencers, healthcare professionals, and supplement brands use these channels to educate consumers about the benefits of dietary supplements, effectively driving awareness and product adoption.

There is a marked shift in consumer behavior toward self-care and personalized health solutions. Supplements are increasingly tailored to specific health goals, such as weight management, skin health, and athletic performance, which align with individual wellness priorities. Among dietary supplement consumers, multivitamins emerged as the most widely used product, with 71% of users incorporating them into their routines. This was followed by omega-3 or fish oil supplements (33%), calcium (32%), vitamin D (32%), and vitamin C (32%). The primary motivations cited for supplement use included supporting overall health and wellness (58%) and addressing dietary nutrient deficiencies (42%). Younger demographics, particularly millennials and Gen Z, are adopting wellness-focused lifestyles, prioritizing health-conscious decisions in their daily routines. The trend is particularly pronounced among younger consumers, with 56% of surveyed Gen Z individuals in the United States identifying fitness as a "top priority," significantly higher than the 40% reported among the overall U.S. consumer base. This has significantly boosted demand for innovative supplement formats, such as gummies, powders, and functional beverages, that align with their active and convenience-driven lifestyles. Health and wellness trends are transcending geographic boundaries, with consumers in emerging markets showing increased interest in dietary supplements. Improved healthcare awareness, urbanization, and rising disposable incomes in these regions further amplify the impact. The growing health and wellness awareness among consumers is not merely a transient trend but a profound shift in behavior that continues to shape the dietary supplements market. By addressing evolving consumer needs for immunity, mental well-being, and holistic health, the industry is poised for sustained growth fueled by this awareness.

Aging Population

The aging population is a critical driver of growth in the dietary supplements market, as older adults increasingly turn to supplements to address age-related health concerns and enhance their quality of life. In 2021, individuals aged 65 and older represented 1 in 10 people globally. By 2050, this age group is projected to make up 1 in 6 people worldwide. As fertility rates decline, the proportion of younger individuals decreases, while the shares of working-age adults and seniors continue to rise. This demographic shift is creating substantial opportunities for the industry through targeted product development and demand for specialized formulations. Aging is associated with various health challenges, including bone density loss, joint deterioration, cognitive decline, and weakened immunity. Dietary supplements designed to mitigate these conditions, such as calcium, vitamin D, glucosamine, chondroitin, and omega-3 fatty acids, are in high demand. Approximately 62% of Americans aged 65 and older manage more than one chronic condition, a figure that continues to rise due to population aging and the growing prevalence of diabetes. Older adults with multiple chronic conditions represent a significant portion of healthcare expenditures, highlighting their substantial impact on health systems and resources. These products support healthy aging by helping to manage osteoporosis, arthritis, cardiovascular health, and memory-related concerns. Older adults are increasingly adopting preventive healthcare measures to maintain independence and reduce medical expenses. This demographic values supplements as an accessible and cost-effective way to prevent chronic diseases and sustain vitality. Preventive products targeting cardiovascular health, vision (e.g., lutein and zeaxanthin), and overall wellness are particularly popular.

The elderly population requires supplements tailored to their unique physiological needs, which has led to the development of age-specific products. For instance, multivitamins for seniors are fortified with higher levels of essential nutrients like vitamin B12, which older adults may have difficulty absorbing, and additional antioxidants to combat oxidative stress. Nutritional deficiencies are more prevalent among the aging population due to changes in metabolism, dietary habits, and the body's decreased ability to absorb nutrients. Supplements addressing deficiencies in vitamins D, B12, magnesium, and zinc are gaining traction as older adults seek solutions to maintain optimal health and energy levels. Cognitive decline is a significant concern among older adults. As a result, the demand for brain health supplements, including omega-3s, ginkgo biloba, and phosphatidylserine, is growing. These products are marketed for their potential to support memory, focus, and overall cognitive function, appealing to the aging demographic. Osteoporosis and arthritis are common in older adults, driving

strong demand for supplements promoting bone strength and joint flexibility. Calcium, vitamin D, magnesium, and collagen-based supplements are widely consumed for their efficacy in maintaining skeletal health and mobility.

The aging population is increasingly drawn to natural and holistic health solutions, with botanical and herbal supplements gaining popularity. Ingredients such as turmeric (for inflammation), ashwagandha (for stress relief), and adaptogens are commonly used to address age-related health concerns without synthetic additives. With advancements in healthcare and increasing life expectancy, older adults are leading more active lifestyles. This shift has expanded the market for supplements targeting energy enhancement, physical performance, and endurance, such as coenzyme Q10 (CoQ10) and L-carnitine. Healthcare professionals play a significant role in recommending supplements to older adults. As these demographic places high trust in medical advice, physician-endorsed or clinically validated supplements are becoming more prevalent. The aging population is a transformative force in the dietary supplements market. Their specific health needs, focus on preventive care, and growing interest in natural and age-specific products are driving innovation and expansion in the sector. By addressing these targeted requirements, the dietary supplement industry is well-positioned to capitalize on this demographic trend and sustain long-term growth.

Rising Prevalence of Chronic Diseases

The escalating prevalence of chronic diseases is a significant factor propelling the growth of the dietary supplements market. As consumers seek proactive and holistic approaches to health management, dietary supplements are increasingly perceived as vital tools for preventing and managing chronic conditions. Chronic conditions such as diabetes, cardiovascular diseases, obesity, and hypertension are rising globally due to sedentary lifestyles, poor dietary habits, and stress. Cardiovascular diseases were the leading cause of non-communicable disease (NCD) deaths in 2021, responsible for at least 19 million fatalities. This was followed by cancer-related deaths (10 million), chronic respiratory diseases (4 million), and diabetes-related deaths, which exceeded 2 million, including those linked to kidney disease caused by diabetes. Dietary supplements, including omega-3 fatty acids, fiber, magnesium, and coenzyme Q10, are widely used to manage these conditions. These products help improve metabolic health, lower cholesterol, regulate blood sugar levels, and support heart health.

Many chronic diseases compromise the immune system, making individuals more susceptible to infections. Supplements containing vitamin C, vitamin D, zinc, and selenium are increasingly sought after to strengthen immunity and reduce the risk of

complications, particularly among those managing chronic conditions. Chronic inflammation is a common underlying factor in diseases such as arthritis, cardiovascular conditions, and autoimmune disorders. With the growing focus on holistic immune health, 30% of global consumers now prioritize immune health as a key physical health concern, while 39% use supplements primarily to enhance immunity. Consumers in Asia lead the trend, with the highest rate of regular immune supplement usage. Consumers are turning to supplements like turmeric (curcumin), omega-3 fatty acids, and probiotics, which are known for their anti-inflammatory properties. These products are gaining popularity as part of integrated health regimens. The growing prevalence of diabetes and metabolic syndrome has driven demand for supplements targeting glucose regulation and insulin sensitivity. Various organizations, including the International Diabetes Federation (IDF) and the National Cholesterol Education Program's Adult Treatment Panel III (NCEP-ATP III), offer different definitions of Metabolic Syndrome (MetS). The IDF estimates the global prevalence of MetS to be approximately 25%, with variations based on factors such as race, age, and sex. Products containing chromium, berberine, alpha-lipoic acid, and cinnamon extract are marketed to support healthy blood sugar levels, offering solutions for both prevention and disease management. Heart disease remains a leading cause of death worldwide, spurring demand for supplements that promote cardiovascular health. Ingredients such as omega-3 fatty acids, plant sterols, niacin, and magnesium are widely consumed to lower blood pressure, manage cholesterol levels, and improve overall heart function.

With obesity contributing to numerous chronic conditions, weight management supplements are witnessing significant growth. In 2022, approximately 1 in 8 people globally were living with obesity. The prevalence of adult obesity has more than doubled since 1990, while adolescent obesity has seen a fourfold increase. A total of 2.5 billion adults aged 18 and older were classified as overweight, with 890 million of them living with obesity. Among adults, 43% were overweight, and 16% were affected by obesity. Additionally, 37 million children under the age of 5 were overweight, and over 390 million children and adolescents aged 5 to 19 were overweight, including 160 million who were living with obesity. Products such as green tea extract, garcinia cambogia, and fiber-based supplements are marketed for appetite suppression, metabolism enhancement, and fat reduction, appealing to health-conscious consumers managing weight-related risks. Chronic diseases such as diabetes and hypertension are linked to cognitive decline and neurological disorders. Supplements like omega-3s, phosphatidylserine, and ginkgo biloba are increasingly used to address cognitive health and protect against neurological deterioration, driving demand in this niche market. Greater access to health information through digital platforms has made consumers more aware of the role of nutrition in managing chronic diseases. This awareness drives

demand for targeted dietary supplements as part of a broader strategy to mitigate the impact of chronic conditions. Healthcare providers frequently recommend dietary supplements as adjunctive solutions for chronic disease management. This endorsement has bolstered consumer trust in the efficacy of supplements, particularly those clinically proven to address disease-specific needs. The rising prevalence of chronic diseases has fundamentally reshaped consumer priorities, with dietary supplements playing a crucial role in prevention, symptom management, and overall wellness. By offering scientifically supported solutions for key health concerns like inflammation, metabolic health, and cardiovascular function, the dietary supplement industry is well-positioned to sustain robust growth in response to this global health challenge.

Key Market Challenges

Regulatory and Compliance Challenges

The primary obstacle restricting the growth of the global dietary supplement market is the complex and varied regulatory landscape across regions. Different countries and regions, such as the United States, Europe, and Asia-Pacific, have distinct regulations governing the manufacturing, labeling, and marketing of dietary supplements. Inconsistent standards can create difficulties for companies seeking to enter multiple markets, resulting in increased costs and delays in product launches. Additionally, regulatory bodies may impose stringent requirements for ingredient approvals, health claims, and safety assessments, which further complicates market access. For example, the European Union has more rigorous guidelines regarding claims about health benefits, which can limit the promotional strategies for supplements. The lack of harmonization between regulations in different regions can create significant barriers for companies looking to scale operations globally.

Quality Control and Risk of Adulteration

To maintain the quality and safety of dietary supplements, particularly in an industry that has seen an influx of new entrants and unregulated players. There are growing concerns regarding product adulteration, contamination with harmful substances, and the use of low-quality ingredients. Consumers are increasingly aware of the risks associated with supplements that may contain harmful additives or misrepresented active ingredients. The presence of counterfeit products and substandard formulations, often driven by price sensitivity in some markets, can damage brand reputation and consumer trust. The lack of universally accepted standards for manufacturing practices

also means that companies must invest heavily in stringent quality control procedures, increasing operational costs. This issue is particularly problematic in emerging markets where regulations may be less rigorous and enforcement weaker.

Key Market Trends

Personalized Nutrition and Tailored Supplementation

One of the most influential trends shaping the future growth of the global dietary supplement market is the rise of personalized nutrition. Consumers are increasingly seeking supplements that cater to their specific health needs, lifestyle choices, and genetic profiles. Advances in technology, such as DNA testing and artificial intelligence, enable brands to offer tailored supplement regimens that optimize individual health outcomes. Personalized supplements are designed based on unique factors like age, gender, activity levels, and even DNA, creating a more targeted approach to health. This trend is driven by the increasing demand for customized wellness solutions, as consumers recognize the limitations of generic, one-size-fits-all products. Brands that can leverage data analytics and consumer insights to offer personalized formulations will be better positioned to capture the growing segment of health-conscious consumers looking for individualized solutions.

Growth of Plant-Based and Natural Ingredients

There is a strong, ongoing shift towards plant-based and natural ingredients in dietary supplements, reflecting a broader global trend toward clean-label and sustainable products. Consumers, particularly Millennials and Generation Z, are increasingly focused on transparency, ethical sourcing, and environmentally friendly products. As a result, the demand for plant-based, organic, and vegan-friendly supplements is rising. Products featuring botanical ingredients, such as turmeric, ashwagandha, and spirulina, are gaining traction due to their perceived health benefits and natural origin. This trend is driven by concerns over the potential side effects of synthetic ingredients and a desire for holistic, more sustainable health solutions. The appeal of natural supplements also aligns with the growing focus on environmental sustainability, as consumers increasingly seek products that align with their values around climate impact, ethical sourcing, and animal welfare.

Segmental Insights

Form Insights

Based on the category of Form, the tablets segment emerged as the dominant in the global market for Dietary Supplement in 2024. The tablets segment holds a significant share of the global dietary supplement market due to its numerous advantages in terms of convenience, cost-effectiveness, and widespread consumer acceptance. This category remains a dominant form of supplementation, with consumers across various demographics relying on tablets as their preferred mode of delivery. Tablets are known for their portability and ease of use, which appeals to a broad consumer base. They can be easily consumed on-the-go, making them particularly popular among busy individuals who seek a hassle-free supplement experience. Their pre-measured dosage also eliminates the need for additional tools or preparation, providing a simple, no-fuss option for health-conscious consumers. In contrast to powders or liquids, which may require mixing or carrying additional materials, tablets are compact and discrete, providing unmatched convenience.

Tablets offer excellent shelf stability, which is a key advantage for both manufacturers and consumers. The compact nature of tablets allows them to remain effective for extended periods without significant degradation of active ingredients. This is particularly important for supplements that contain sensitive nutrients such as vitamins and minerals, which may degrade in other formats like liquids or gels over time. The stability of tablets also allows for easier storage and transportation, making them an ideal option for global distribution. As a result, the shelf life of tablets contributes significantly to their dominance in the market, ensuring that consumers have access to reliable products with predictable potency. These factors collectively contribute to the growth of this segment.

Ingredient Insights

Based on the category of Form, the Vitamin supplements segment emerged as the dominant in the global market for Dietary Supplement in 2024. The vitamin supplements segment remains one of the dominant categories in the global dietary supplement market, driven by consumer demand for essential nutrients that support various aspects of health and wellness. Vitamins are a critical part of daily nutritional requirements, and the segment's widespread appeal can be attributed to the growing emphasis on preventive healthcare, increasing awareness about the role of nutrition in health, and the accessibility of vitamin-based supplements. Vitamins play a vital role in maintaining overall health, and deficiencies in specific vitamins can lead to a range of health issues, such as weakened immunity, bone health problems, and impaired cognitive function. This has led to a steady demand for vitamin supplements, as consumers increasingly

recognize the importance of ensuring they meet their daily vitamin intake requirements. Supplements such as vitamin D, vitamin B12, and vitamin C are some of the most used, as these nutrients are often lacking in modern diets due to poor eating habits, limited sun exposure, or lifestyle factors. The ability of vitamin supplements to address these common deficiencies ensures their continued dominance in the market.

As global awareness of chronic diseases rises, the demand for vitamin-based supplements as part of preventive health strategies has grown significantly. Vitamin supplements are often viewed as an effective and simple solution for preventing conditions like osteoporosis (via vitamin D), heart disease (via vitamin E and B-complex vitamins), and age-related macular degeneration (via vitamin A and C). Consumers are increasingly looking for supplements that can prevent or mitigate the effects of aging and chronic health issues, fueling the growth of vitamin supplements. This shift towards preventive healthcare aligns with growing health-consciousness, especially among older populations who are more likely to use supplements to maintain their health.

Regional Insights

North America emerged as the dominant in the global Dietary Supplement market in 2024, holding the largest market share in terms of value. North America, particularly the United States, continues to dominate the global dietary supplement market, driven by a combination of factors such as strong consumer demand, advanced healthcare systems, high disposable incomes, and a well-established retail infrastructure. The region's leadership in the dietary supplement industry is marked by its significant market share, robust growth prospects, and the presence of numerous key players in the sector. North American consumers are among the most health-conscious globally, with a strong focus on preventive healthcare and maintaining overall well-being. There is a growing trend toward self-care, particularly in the United States, where consumers are increasingly turning to dietary supplements to fill nutritional gaps and enhance immunity, energy, and mental clarity. This heightened awareness is backed by an increasing number of health-conscious individuals adopting dietary supplements as part of their daily routines, whether for general health or specific health goals, such as weight management or stress reduction. Educational campaigns, media influence, and celebrity endorsements further promote the use of dietary supplements in the region, fueling market demand.

The United States benefits from a relatively well-established regulatory framework for dietary supplements, with agencies such as the Food and Drug Administration (FDA) ensuring product safety and efficacy. This regulatory environment contributes to the

public's trust in dietary supplements and ensures that the products available in the market meet certain quality and safety standards. The transparency provided by these regulations strengthens consumer confidence, making dietary supplements a widely accepted option for both preventive health and treatment of specific conditions. Consumers in North America, particularly the U.S., are more inclined to purchase dietary supplements because of the oversight and trust in the regulatory system.

Key Market Players

Amway Corp

Abbott

Bayer AG

Glanbia PLC

Pfizer Inc

Herbalife International of America, Inc

Archer Daniels Midland Company (ADM)

NOW Health Group, Inc.

DuPont de Nemours, Inc.

Nestl?

Dabur India Ltd

GSK plc.

Danone

Haleon plc

Otsuka Pharmaceutical Co., Ltd.

Report Scope:

In this report, the Global Dietary Supplement Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Dietary Supplement Market, By Ingredient:

Vitamins

Botanicals

Minerals

Protein & Amino Acids

Fibers & Specialty Carbohydrates

Omega Fatty Acids

Probiotics

Prebiotics & Postbiotics

Others

Dietary Supplement Market, By Form:

Tablets

Capsules

Soft gels

Powders

Gummies

Liquids

Others

Dietary Supplement Market, By Application:

Energy & Weight Management

General Health

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

Dietary Supplement Market, By Distribution Channel:

Pharmacies and Drug Stores

Online

Supermarkets and Hypermarkets

Others

Dietary Supplement Market, By End User:

Infants

Children

Adults

Pregnant Women

Geriatric

Dietary Supplement Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

Turkey

Iraq

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Dietary Supplement Market.

Available Customizations:

Global Dietary Supplement market report 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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