

# **Herbal Supplements Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Source (Leaves, Fruits & Vegetables, Barks, Roots and Others), By Application (Pharmaceuticals, Personal Care, Food & Beverages, Others), By Form (Capsules & Tablets, Syrups, Powder, Oils and Others), By Function (Medicinal, Aroma and Others), By Region and Competition, 2019-2029F**

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## **Abstracts**

Global Herbal Supplements Market was valued at USD 86.75 billion in 2023 and is anticipated to project steady growth in the forecast period with a CAGR of 9.23% through 2029. The global herbal supplements market has experienced significant growth over the past decade, driven by increasing consumer awareness about health and wellness, rising disposable incomes, and a growing preference for natural and organic products. Herbal supplements, derived from plants and herbs, are valued for their perceived health benefits and minimal side effects compared to synthetic alternatives. The key drivers of this market is the shift towards preventive healthcare, with consumers seeking natural remedies to maintain their well-being and address various health concerns. The rising prevalence of chronic diseases and lifestyle disorders has propelled demand for herbal supplements, as they are often perceived as safer alternatives to pharmaceutical drugs.

The growing aging population worldwide has created a lucrative market for herbal supplements, as older adults seek products to support healthy aging and manage age-related ailments such as joint pain, cognitive decline, and cardiovascular issues. In response to evolving consumer preferences, manufacturers are innovating and

diversifying their product offerings, introducing new formulations, and expanding their distribution channels. The stringent regulations and quality standards imposed by regulatory authorities are ensuring the safety and efficacy of herbal supplements, thereby bolstering consumer confidence and driving market growth. The global herbal supplements market is poised for continued expansion, fueled by factors such as increasing health consciousness, the growing trend towards natural remedies, and the expanding aging population. However, challenges such as regulatory complexities and quality control issues remain, requiring industry stakeholders to navigate carefully to sustain growth and meet consumer expectations.

## Key Market Drivers

### Increasing Consumer Awareness

Increasing consumer awareness plays a crucial role in driving the growth of the global herbal supplements market. As people become more conscious of their health and well-being, they are actively seeking out natural and holistic approaches to address their health concerns. This heightened awareness stems from various sources, including access to information through the internet, social media, and healthcare professionals. The internet has revolutionized the way consumers access health-related information, providing them with easy access to a wealth of knowledge about herbal remedies, their benefits, and potential side effects. Social media platforms amplify this information, with influencers, bloggers, and health enthusiasts sharing their experiences and promoting the use of herbal supplements. The healthcare professionals, including doctors, naturopaths, and nutritionists, play a pivotal role in educating consumers about the benefits of herbal supplements.

As more healthcare providers recognize the potential of herbal remedies in complementing conventional treatments or addressing specific health issues, they are recommending these supplements to their patients. The media coverage and news articles highlighting the efficacy and safety of herbal supplements contribute to increasing consumer awareness. Positive testimonials and success stories further reinforce the perception that herbal supplements can provide tangible health benefits.

The growing trend towards transparency and sustainability in the healthcare industry has prompted manufacturers to provide clear and accurate information about their products. Labels and packaging often include details about the ingredients, sourcing practices, and potential health benefits, empowering consumers to make informed purchasing decisions. The increasing consumer awareness about the health benefits of

herbal supplements is driving demand in the global market. As people seek alternatives to conventional medicine and prioritize natural solutions, manufacturers and marketers must continue to educate and inform consumers about the efficacy, safety, and proper usage of herbal supplements to sustain this growth trajectory.

### Growing awareness of health & health related problems

The growing awareness of health and health-related problems is a significant driver of the global herbal supplements market. As people become more conscious of the importance of maintaining their health and well-being, they are increasingly seeking out natural remedies and supplements to address various health concerns. The primary reasons for this heightened awareness is the increasing prevalence of health-related problems worldwide. Chronic diseases such as obesity, diabetes, cardiovascular disorders, and autoimmune conditions are on the rise, prompting individuals to explore alternative treatment options beyond conventional medicine. This growing burden of disease has underscored the need for preventive healthcare measures and complementary therapies, driving interest in herbal supplements. The access to information has never been easier, thanks to the proliferation of the internet and social media platforms. Consumers have unprecedented access to a vast array of health-related content, including articles, blogs, forums, and social media discussions.

This wealth of information allows individuals to educate themselves about different health conditions, symptoms, and treatment options, including the potential benefits of herbal supplements. The increasing focus on holistic health and wellness has contributed to the growing awareness of herbal supplements. People are recognizing the interconnectedness of physical, mental, and emotional well-being and are seeking comprehensive approaches to health that address the root causes of illness rather than just managing symptoms. Herbal supplements, with their natural ingredients and holistic approach to health, align well with this wellness-oriented mindset. The rising interest in preventive healthcare and self-care practices has propelled the popularity of herbal supplements. Many individuals are proactively taking steps to maintain their health and prevent future health problems, incorporating herbal supplements into their daily routines as a way to support their overall well-being.

### Growing Prevalence of Chronic Diseases

The growing prevalence of chronic diseases worldwide is a significant driver of the global herbal supplements market. Chronic diseases, including conditions such as

obesity, diabetes, cardiovascular diseases, arthritis, and respiratory disorders, are on the rise, posing significant health challenges and economic burdens globally. This increasing burden of chronic diseases has fueled the demand for alternative and complementary therapies, including herbal supplements. The reasons for the rising prevalence of chronic diseases is the changing lifestyles and dietary habits associated with urbanization, globalization, and sedentary lifestyles. Poor dietary choices, lack of physical activity, stress, and environmental factors contribute to the development and exacerbation of chronic health conditions, driving individuals to seek out natural solutions to manage their health. Herbal supplements offer a natural and holistic approach to managing chronic diseases, often providing relief from symptoms, improving overall health outcomes, and reducing the reliance on conventional medications with potential side effects. Many herbal ingredients have been traditionally used in various cultures for their therapeutic properties, and modern scientific research is increasingly validating their efficacy in managing chronic conditions.

The herbal supplements are often perceived as safer alternatives to pharmaceutical drugs, with fewer adverse effects and a lower risk of dependency. This safety profile is particularly appealing to individuals who may be concerned about the potential side effects of long-term medication use or who prefer natural remedies for their health concerns. The growing aging population contributes to the prevalence of chronic diseases, as older adults are more susceptible to age-related health issues such as arthritis, cognitive decline, and cardiovascular disorders. Herbal supplements that support healthy aging, boost immune function, and improve overall vitality are in high demand among this demographic. The growing prevalence of chronic diseases is driving the global herbal supplements market, as consumers seek out natural and effective solutions to manage their health conditions and improve their quality of life. As awareness of the benefits of herbal supplements continues to grow, the market is expected to expand further, offering opportunities for innovation, product development, and market growth.

### Key Market Challenges

Quality control issues present significant challenges in the global herbal supplements market, affecting consumer safety, product efficacy, and industry credibility. Ensuring the quality, purity, and consistency of herbal supplements is essential to maintain consumer trust and comply with regulatory requirements. However, several factors contribute to quality control challenges within the industry. The primary concern is the variability in raw material sourcing and supply chain management. Herbal supplements often rely on botanical ingredients sourced from different regions

worldwide, each with its own environmental conditions, growing practices, and quality standards. Ensuring the authenticity and purity of these raw materials can be challenging, especially when sourcing from multiple suppliers or when relying on wildcrafted plants. The extraction and manufacturing processes used to produce herbal supplements can impact product quality and potency. Variations in extraction methods, solvent usage, and manufacturing techniques can result in inconsistent product formulations and concentrations of active compounds. Poor manufacturing practices, inadequate quality control measures, and contamination risks further compromise product quality and safety.

The quality control challenges extend to product labeling and marketing practices. Misleading claims, inaccurate labeling, and adulteration with undisclosed ingredients are common issues that undermine consumer confidence and pose risks to public health. Ensuring compliance with regulatory requirements and industry standards for labeling accuracy, ingredient authenticity, and product safety is essential to address these concerns. To address quality control issues, industry stakeholders must implement robust quality assurance systems throughout the supply chain, from raw material sourcing to finished product distribution. This includes implementing stringent testing protocols, conducting regular audits of manufacturing facilities, and investing in advanced analytical techniques to verify product authenticity and purity.

Collaboration with regulatory agencies, industry associations, and third-party certification bodies can also help establish and enforce quality standards for herbal supplements. Increased transparency, accountability, and consumer education are essential to promote trust and confidence in the safety and efficacy of herbal supplements in the global market. By addressing quality control issues, the herbal supplements industry can uphold its commitment to consumer health and well-being while supporting sustainable growth and innovation.

## Resistance to Change

Resistance to change poses a significant hurdle in the Global Herbal Supplements Market, affecting the seamless integration of innovative platforms into healthcare ecosystems. Within healthcare organizations, the introduction of navigation platforms may be met with skepticism or reluctance from healthcare professionals, administrators, and even patients. Resistance often stems from ingrained practices, fear of disruption, or concerns about the learning curve associated with new technologies. Healthcare professionals, accustomed to traditional methods, may be hesitant to incorporate navigation platforms into their workflows, viewing them as additional complexities



rather than streamlined solutions.

Administrative staff may resist changes to established processes, and patients may be cautious about sharing personal health information through digital channels. Overcoming this resistance requires comprehensive change management strategies, including education, training programs, and effective communication about the benefits and ease of use of healthcare navigation platforms. Demonstrating the positive impact on patient outcomes, workflow efficiency, and overall healthcare quality can help alleviate concerns and foster a more positive reception. Collaboration between platform developers, healthcare providers, and end-users is crucial in addressing resistance to change and ensuring that healthcare navigation platforms become integral components of modern healthcare delivery, contributing to improved patient experiences and outcomes.

## Key Market Trends

### Expansion of Product Offerings

The global herbal supplements market is experiencing a notable expansion of product offerings as manufacturers strive to meet the diverse health needs and preferences of consumers. This expansion is driven by several factors, including shifting consumer demographics, increasing health awareness, and evolving trends in wellness and preventive healthcare. One prominent trend driving the expansion of product offerings is the growing demand for specialized formulations targeting specific health concerns and demographics. Manufacturers are introducing herbal supplements tailored to address a wide range of health issues, including stress management, sleep support, digestive health, joint and bone health, cognitive function, and women's health. These specialized formulations often combine traditional botanical ingredients with modern scientific research to create synergistic blends optimized for specific health outcomes. There is a rising interest in personalized nutrition and supplementation, driven by advances in technology and the growing understanding of individual health needs.

Companies are leveraging genetic testing, biomarkers, and lifestyle data to develop personalized herbal supplements tailored to individual genetic profiles, nutritional deficiencies, and health goals. This customization allows consumers to optimize their supplement regimens based on their unique physiology and preferences. In addition to specialized and personalized formulations, the expansion of product offerings in the herbal supplements market includes a diverse range of delivery formats and dosage

forms. Beyond traditional capsules and tablets, consumers can now find herbal supplements in various forms such as powders, liquids, gummies, teas, and topical preparations. These innovative delivery formats offer convenience, versatility, and enhanced absorption, catering to different consumer preferences and lifestyles. There is a growing trend towards herbal supplements that combine multiple ingredients or incorporate complementary health-promoting compounds such as probiotics, prebiotics, vitamins, minerals, and adaptogens. These multi-functional formulations offer comprehensive health benefits and synergistic effects, appealing to consumers seeking holistic wellness solutions.

### Rising Popularity of Traditional Medicine Systems

The rising popularity of traditional medicine systems, such as Ayurveda, Traditional Chinese Medicine (TCM), and herbalism, is significantly influencing the global herbal supplements market. These ancient healing traditions have gained widespread recognition and acceptance for their holistic approach to health and wellness, emphasizing the use of natural remedies derived from medicinal plants and herbs. The key drivers behind the increasing popularity of traditional medicine systems is the growing disillusionment with conventional healthcare approaches, characterized by overreliance on pharmaceutical drugs and symptomatic treatment.

Many individuals are seeking alternative and complementary therapies that address the root causes of illness, promote overall well-being, and support the body's innate healing mechanisms. Traditional medicine systems offer a rich repository of botanical knowledge accumulated over centuries of empirical observation, experimentation, and practice. Consumers are drawn to the time-tested efficacy and safety of herbal remedies used in traditional healing practices, viewing them as gentle yet potent solutions for various health conditions. The resurgence of interest in traditional medicine systems is also fueled by cultural heritage and identity, as well as a desire to reconnect with nature and ancestral wisdom. In regions where Ayurveda, TCM, or other traditional healing modalities have deep cultural roots, there is a strong sense of pride and reverence for indigenous medicinal plants and remedies.

The growing body of scientific research supporting the therapeutic properties of botanical ingredients used in traditional medicine systems has bolstered their credibility and acceptance within mainstream healthcare circles. Many herbal supplements derived from traditional medicinal plants have undergone rigorous scientific scrutiny, validating their efficacy in managing various health conditions and enhancing overall health outcomes. As a result of these factors, the global herbal supplements market is

witnessing a surge in demand for products inspired by traditional medicine systems. Manufacturers are tapping into this trend by incorporating traditional botanical ingredients, herbal formulations, and holistic wellness philosophies into their product offerings, catering to the diverse health needs and preferences of consumers worldwide.

## Segmental Insights

### Source Insights

Based on source, leaves segment dominated the Global Herbal Supplements Market in 2023. This is because leaves are abundant and easily accessible in nature, making them a cost-effective source of herbal ingredients for manufacturers. The leaves often contain high concentrations of bioactive compounds, including antioxidants, vitamins, and phytochemicals, which contribute to their therapeutic properties and health benefits. Leaves are versatile and can be used in various forms, including dried leaves for teas, powdered extracts for capsules, and fresh leaves for topical preparations. This versatility allows for a wide range of formulations and delivery methods, catering to different consumer preferences and health needs.

### Application Insights

Based on application, Food & Beverages segment dominated the Global Herbal Supplements Market in 2023. This is due to the increasing consumer preference for natural and functional ingredients in food and beverages. Herbal supplements are incorporated into a wide range of food and beverage products, including teas, juices, energy drinks, functional snacks, and dietary supplements, catering to diverse consumer preferences and lifestyles. The Food & Beverages sector offers a convenient and familiar consumption format for herbal supplements, making them more accessible and appealing to a broader audience seeking holistic wellness solutions in their daily diet.

### Regional Insights

Asia Pacific dominates the global herbal supplements market because the region has a rich history and cultural heritage of traditional medicine systems, such as Ayurveda in India, Traditional Chinese Medicine (TCM) in China, and Kampo in Japan. These ancient healing traditions have been practiced for centuries and emphasize the use of herbal remedies derived from medicinal plants and herbs. As a result, there is a deep-



rooted acceptance and trust in herbal supplements among consumers in the Asia Pacific region, driving robust demand. Asia Pacific is home to a vast array of botanical biodiversity, with diverse ecosystems and climates supporting the growth of medicinal plants and herbs. This abundance of botanical resources provides a sustainable and cost-effective supply of raw materials for herbal supplement manufacturers, ensuring a steady flow of high-quality ingredients.

### Key Market Players

Glanbia PLC

Archer Daniels Midland Company

Nutramarks, Inc.

Herbalife Nutrition Ltd.

Blackmores Limited

Ricola AG

Bio-Botanica Inc.

Nature's Bounty (NY) Inc.

NaturaLife Asia Co., Ltd

### Report Scope:

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

Herbal Supplements Market, By Source:

Leaves

Fruits & Vegetables

Barks

Roots

Others

Herbal Supplements Market, By Application:

Pharmaceuticals

Personal Care

Food & Beverages

Others

Herbal Supplements Market, By Form:

Capsules & Tablets

Syrups

Powder

Oils

Others

Herbal Supplements Market, By Function:

Medicinal

Aroma

Others

• Herbal Supplements 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

Egypt

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Herbal Supplements Market.

### Available Customizations:

Global Herbal Supplements Market report with the given market data, Tech Sci 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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