

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

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Abstracts

The Ireland dietary supplements market is expected to grow at steady rate during the forecast period on account of growing demand for functional food because it offers health benefits, such as bone healing, cholesterol control, heart health, and other vision benefits along with the growing demand for nutrition intake as a daily routine for health benefits. The shift from pharmaceuticals towards nutraceuticals due to the growing focus on preventive healthcare is expected to rise the demand for the market.

Food supplements are utilised as an additional health promotion measure, not only to ensure adequate nutrition levels, but to enhance normal physiological function by ensuring optimal nutrition levels. Good nutrition is fundamental for good health and the relationship of diet and

lifestyle factors for maintaining good health are now well established and recognized by all the health authorities. Additionally, the growing demand for functional foods and nutritional supplements such as omega-3 fatty acids, fiber, and vitamins and minerals, as well as the rising need for nutrients and fortified food additives to enhance the nutritional value in the processed food is expected to create a lucrative growth of Ireland dietary supplements market during the forecast period. According to the articles published in Irish Health Trade Association, currently, approximately 140 small and medium size Enterprises (SMEs) operate at both wholesale/manufacture and retail levels in Ireland in the natural health sector. This in turn can bolster the growth of Ireland dietary supplements market in the forecast period, 2024-2028.

Growing Demand for Personalized Medicine

Rising awareness about the concept of personalized or tailor-made nutritional products and dietary supplements has ignited the interest of consumers across the country and is further responsible for boosting the growth of Ireland dietary supplements market. Moreover, technological advancements and the growing investment in the research and development of nutraceuticals and supplement products are expected to boost the growth of Ireland dietary supplements market during the forecasted period. However, people are taking health supplements for avoiding common ailments such as the common cold or intestinal issues. As a result, the demand for dietary supplements has increased for preventing diseases in during the forecasted periods.

Additionally, the major key players are producing supplement products for children, women, men, sportspersons, and athletes among others, based on their nutritional requirements, which will further drive the growth of the market. The growing number of sports complexes and gyms, the surge in customer focus on a balanced diet along with a rapid increase in the prevalence of obesity is also expected to contribute to the growth of Ireland dietary supplements market. Furthermore, the growing usage of clean-labeled, safe, and organic ingredients in the production of food nutritive additives is expected to boost the demand for dietary supplements in the coming years.

Growing Consumption of Dietary Supplements

Growing awareness regarding health issues led to a rapid increase in the usage of dietary supplements, which will further boost the growth of Ireland dietary supplements market during the forecasted period. Human health is affected by climate changes, hectic lifestyles, and changing food habits, which will further increase demand for

dietary supplements such as vitamins, minerals as well as protein powder. People are becoming more health conscious and prefer proper nutritional consumption with the help of nutritious and supplement foods, which is expected to create significant growth in during the forecasted period. According to the article published in 'The Irish Examiner', that almost half of Irish adults (48%) are taking a food supplement in which the majority (60%) used to take a supplement like Vitamin D. Multivitamins and minerals are taken by around 41% and vitamin C is taken by 34% of population. Almost half of parents in the survey (47%) reported giving supplements to their children as well. The busy schedule due to jobs and complexities of everyday life routines also hampered the life quality of human being. People are preferring sports supplements across the globe, which is expected to boost the Ireland dietary supplement markets during the forecast period. The huge multinational industries are focusing on promoting their products to develop within their countries and the availability of different dietary supplements in their countries. For instance, athletes and sportsperson's inclination towards sports nutrition products and vitamin nutritive for their endurance enhancement is expected to further boost the market growth during the forecasted period.

Growing Aging Population

The aging population in Ireland has had a significant impact on the growth of Ireland dietary supplements market. As people age, their nutritional needs change, where they may require additional vitamins, minerals, and other nutrients to maintain their health and prevent disease. This has led to an increased demand for dietary supplements among older adults in Ireland. According to the article published in 'The Irish Times' estimated the number of those population aged 80 and over were increased by 45 per cent over the next ten years from 130,598 (2.8 per cent of the population) in 2011 to 189,051 (3.5 per cent of the population) in 2021. As a result, the rise in aging population is directly proportional to highest susceptibility to chronic diseases. Older people are frequent users of food supplements and dietary supplements, when combined inappropriately leads to clinically significant interactions. The population is aging considerably more quickly than before, and this demographic is more likely to suffer from chronic diseases, which will likely increase the demand for dietary supplements and accelerate the growth of Ireland dietary supplements market.

Growing Consumption for Natural and Organic Supplements

The growing use of plant-based diets is a new trend in the industry of wellness food due to the rising count of health-conscious people. In addition, increasing consumption of different healthy snacks that include nutritional bars, hard-cooked eggs, and raw

vegetables is also serving as a noticeable trend for boosting the growth of Ireland dietary supplements market.

As natural and organic products are thought to be safer, more effective, and better for the environment, consumers are increasingly looking for them, including supplements. One of the main reasons for this growth is the perception that natural and organic supplements are healthier than synthetic supplements. Consumers are concerned about the potential side effects of synthetic supplements and are seeking safer, more natural alternatives. For instance, according to the article published in 'The Irish Times', Consumers are more conscious of their eating habits and therefore everyone is more conscious about the presence of dietary supplements in their meal. The n number of health advantages, including higher immune function, improved digestion, and increased energy levels, have been linked to the usage of natural and organic substances in supplements. Additionally, the trend towards natural and organic supplements has been driven by a growing awareness of the impact of food production on the environment and is anticipated to the growth of Ireland dietary supplements market. Many consumers are seeking products that are sustainably produced with full nutritional value and have a lower environmental impact. This has led to an increased demand for supplements made from organic ingredients and produced using environmentally friendly practices. This is turn leads to the growth of Ireland dietary supplements market.

Growing Demand for Preventive Healthcare

The growing demand for preventive healthcare in Ireland is a major driving factor for the growth of Ireland dietary supplements market. Preventive healthcare refers to the practice of taking proactive measures to prevent illnesses and diseases, rather than just treating them after they occur. This approach has become increasingly popular in Ireland. Many people in Ireland are turning to dietary supplements to support their overall health and well-being, and to prevent health problems before they occur. As a result, the demand for dietary supplements has increased significantly in recent years. Additionally, in response to this growing demand, the dietary supplements market in Ireland has expanded to include a wide range of products, including vitamins, minerals, herbal supplements, and sports nutrition products. Consumers can choose from a variety of supplements to address their specific health concerns. As more people seek to maintain good health and prevent illness, the demand for dietary supplements is likely to continue to increase in the forecast year and bolster the growth of Ireland dietary supplements market.

Recent Developments

In April 2021, Personal Nutrition, a prominent vitamin program announced a launch of first daily gummy vitamin packs for the whole family. These are designed to support various health goals, immune health, skin health, and managing deficiencies.

Additionally, in 2021, Centrum Multigummies were launched, 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.

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

Market Segmentation

The Ireland 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

Amway Ireland Limited, Abbott Ireland Limited, Nestle Ireland Ltd, Herbalife Nutrition Ireland, Archer-Daniels-Midland (ADM) ARKADY IRELAND LIMITED, Glanbia Nutritionals Ireland Limited, Otsuka Pharmaceutical Europe Ltd., Pfizer Ireland, Ireland GlaxoSmithKline, and Arkopharma Ireland Limited are some of the leading players operating in the Ireland dietary supplements market.

Report Scope:

In this report, the Ireland dietary supplements market has been segmented into the

Ireland Dietary Supplements Market, By Product Type (Vitamin, Combination Dietary Supplements, Protein, Herbal...

following categories, in addition to the industry trends which have also been detailed below:

Ireland Dietary Supplements Market, By Product Type:

Vitamin

Combination Dietary Supplements

Protein

Herbal Supplements

Fish Oil & Omega Fatty Acid

Others

Ireland Dietary Supplements Market, By Form:

Capsules

Tablets

Powder

Soft Gels

Liquid

Ireland Dietary Supplements Market, By Distribution Channel:

Pharmacies and Drug Stores

Online

Supermarkets and Hypermarkets

Others

Ireland Dietary Supplements Market, By Application:

Immunity

General Health

Energy & Weight Management

Bone & Joint Health

Others

Ireland Dietary Supplements Market, By End User:

Adults

Geriatric

Pregnant Females

Children

Infants

Ireland Dietary Supplements Market, By Region:

Ontario region

Quebec region

Alberta region

British Columbia region

Saskatchewan and Manitoba region

Rest of Ireland

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present Ireland 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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