

# **Mexico Dietary Supplement Market By Product Type (Vitamin Combination Dietary Supplement, Herbal Supplement, Fish Oil & Omega Fatty Acid, Protein and Other), By Form (Tablets, Capsules, Liquid, Powder, and Soft Gels), By Application (Energy & Weight Management, General Health, Bone & Joint Health, Immunity and Others), By Distribution Channel (Pharmacies and Drug Stores, Online, and Hypermarkets and Supermarkets), By Region, Competition, Forecast and Opportunities, 2019-2029F**

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## **Abstracts**

Mexico dietary supplements market was valued at USD 10.18 million in 2023 and projections to show significant compound annual growth rate (CAGR) growth of 6.59% through 2029. This expansion is propelled by several key factors. Heightened awareness of healthcare, bolstered by accessible and state-supported healthcare services, plays a pivotal role. Furthermore, the growth in an aging population and the increased focus on proactive healthcare and tailored nutrition play substantial roles. There's also a noticeable trend towards self-managed health, influenced by the prevailing emphasis on personal well-being and fitness. Residents of Mexico Union demonstrate a rigorous and well-informed approach to nutrition and physical wellness.

Dietary supplements encompass a diverse array of products intended to enhance nutritional intake, commonly found as capsules, tablets, powders, or liquids. These supplements contain vital nutrients like vitamins, minerals, amino acids, botanicals, or other substances known for their physiological benefits. They're designed to

complement a balanced diet and address specific nutritional gaps or deficiencies that might arise due to factors like age, lifestyle choices, or medical conditions. Typical supplements include multivitamins, Omega-3 fatty acids, probiotics, calcium, and vitamin D. Often available without prescription, healthcare professionals frequently recommend them to support overall health, prevent deficiencies, or manage certain health conditions.

## Key Market Drivers

### Surge In Fitness Consciousness

The Mexico dietary supplements market has soared to unprecedented heights due to the burgeoning awareness of fitness among the younger population, acting as a significant catalyst for its growth. This trend represents a profound shift in societal perspectives on health and well-being, especially among the youth. Rather than a passing trend, the upsurge in fitness inclination signifies a fundamental lifestyle choice that is reshaping consumer behavior within the Mexican market. A pivotal driver behind this surge in fitness consciousness is the widespread availability of information. The digital age has revolutionized access to knowledge, empowering young individuals to educate themselves extensively about maintaining a healthy lifestyle. Social media platforms, wellness influencers, and fitness blogs serve as key platforms disseminating valuable insights on nutrition, exercise routines, and the benefits of dietary supplements. Consequently, today's youth are better informed about various tools and strategies available to optimize their health and fitness. The influence of peer groups is also noteworthy. Being part of a generation that highly values physical fitness and well-being, young individuals are motivated by their peers to engage in regular exercise, adopt balanced diets, and consider supplementary nutrition for improved performance and recovery. This collective fitness culture fosters a positive feedback loop, motivating more individuals to actively engage in their health and wellness journeys. Furthermore, the prevalence of accessible and government-supported healthcare across Mexico significantly contributes to heightened fitness awareness among youngsters. With readily available healthcare, individuals have enhanced resources and support to address health concerns proactively, prioritizing prevention and early intervention. Recognized for their ability to bridge nutritional gaps, dietary supplements have become a favored choice among those seeking to optimize health and performance. The burgeoning fitness industry itself plays a pivotal role in promoting awareness about dietary supplements. Gyms, wellness studios, and fitness centers serve as hubs of activity, attracting young enthusiasts striving to achieve fitness goals. These establishments often serve as information hubs, offering guidance on nutrition and

supplement usage to complement exercise routines. Trainers and coaches, armed with knowledge about the benefits of dietary supplements, play a crucial role in guiding youngsters toward effective strategies to fulfill their fitness aspirations.

### Growing Acknowledgment of Sports as a Viable Career Path

The dietary supplements market in Mexico has witnessed a significant upsurge, largely propelled by the growing acknowledgment of sports as a viable career path. This shift in perspective has elevated sports from a recreational activity to a legitimate profession, fostering a demand for tailored nutritional support among athletes. Athletes, spanning from amateurs to professionals, now acknowledge the pivotal role nutrition plays in optimizing performance, recovery, and overall well-being. Consequently, there's been an amplified demand for dietary supplements designed to address the unique needs of athletes, underpinning this burgeoning trend. A fundamental driver behind this paradigm shift is the heightened awareness of the economic potential within the sports industry. Lucrative sponsorship deals, endorsement contracts, and substantial prize money have transformed pursuing a career in sports into a financially rewarding endeavor. This economic incentive has prompted a surge in investment by individuals—be it time, effort, or resources—into their athletic pursuits, consequently fueling the demand for supplements that offer a competitive edge. Furthermore, the professionalization of sports training and coaching has accentuated the significance of comprehensive athlete development, where nutrition forms a cornerstone. Coaches and sports scientists collaborate extensively to fine-tune an athlete's training regimen, paying meticulous attention to dietary requirements. This emphasis has resulted in an increased utilization of specialized supplements, meticulously formulated to cater to athletes' precise nutritional needs at different stages of their training and competition cycles. Simultaneously, the sports culture in Mexico has experienced a transformative shift. Sporting events have evolved into cultural phenomena, drawing massive audiences and widespread media coverage. Consequently, athletes have risen to the status of role models and influencers, leading to a heightened commitment among athletes to invest in their own performance and longevity. This recognition has emphasized the pivotal role of a well-structured, nutrient-rich diet—complemented by supplements when necessary—as a linchpin for success and longevity in their respective sports. The advancements in sports science and medicine have been instrumental in driving the acceptance of dietary supplements among athletes. This progress has unraveled a wealth of knowledge regarding athletes' specific nutritional needs, both in terms of macronutrients and micronutrients. This knowledge has been translated into the development of highly specialized supplements catering to various sports disciplines. Whether it's endurance athletes requiring glycogen replenishment, strength athletes

focusing on muscle recovery, or precision sports athletes seeking enhanced cognitive function, tailored supplements address these specific performance needs.

### Focus on Personalized Nutrition

The Mexico dietary supplements market has experienced notable growth in recent years, attributed primarily to two intertwined factors: the surge in personalized nutrition approaches and the widespread availability of state-sponsored healthcare. These elements have synergistically catalyzed the expansion of the dietary supplement industry, fundamentally transforming how individuals perceive and manage their health and wellness. Personalized nutrition, an increasingly popular concept, revolves around tailoring dietary guidance to align with an individual's distinct physiological needs, lifestyle, and genetic composition. It acknowledges the inherent diversity in nutritional requirements, considering variables such as age, gender, activity level, and health condition. Technological advancements, particularly in genomics, have significantly propelled the personalized nutrition trend. Advancements in genetic testing allow for a deeper understanding of how an individual's genetic makeup influences their nutritional needs, enabling the formulation of highly targeted supplement regimens to address deficiencies or optimize health outcomes. The mounting awareness of the profound impact of diet on health has empowered consumers to take proactive steps in optimizing their nutrition. Individuals increasingly seek personalized nutrition plans and turn to dietary supplements to bridge potential gaps in their diets. This shift towards self-managed health aligns with the broader trend of wellness-conscious lifestyles. In parallel, the presence of accessible and comprehensive state-sponsored healthcare systems across Mexico has provided a robust foundation for the dietary supplements market. These systems ensure broad access to healthcare services, including nutritional guidance and supplementation recommendations. With an emphasis on preventive health measures, these healthcare schemes promote optimal nutrition and lifestyle choices, integrating dietary supplements into healthcare provider recommendations, particularly for populations with specific nutritional needs or deficiencies. Moreover, the availability of state-sponsored healthcare nurtures a culture of health awareness among Mexican residents. It fosters a proactive approach to well-being, encouraging individuals to proactively maintain their health and seek targeted solutions, such as dietary supplements, to support their overall wellness. This holistic approach, combining personalized nutrition and accessible healthcare, underscores a significant shift towards individualized and proactive health management among the population.

### Key Market Challenges

**Regulatory Complexity:** Regulatory frameworks governing dietary supplements can be complex and stringent. While these regulations are intended to ensure product safety and quality, navigating them can pose challenges for manufacturers and importers. Compliance with diverse regulations regarding labeling, ingredient safety, and health claims demands significant resources and expertise, often presenting barriers to entry for smaller businesses.

**Consumer Perception and Trust:** Skepticism and misinformation among consumers remain significant hurdles. Some individuals may perceive supplements as unnecessary or as substitutes for a balanced diet, undermining their potential benefits. Building trust and educating consumers about the role of supplements in addressing specific nutritional gaps or health needs is crucial. Misleading marketing claims and the prevalence of counterfeit products further contribute to consumer mistrust.

**Market Saturation and Competition:** The dietary supplement market in Mexico is becoming increasingly saturated with a multitude of products. This abundance leads to fierce competition, making it challenging for new entrants to differentiate themselves. Established brands often dominate market share, making it difficult for emerging companies to gain visibility and credibility.

## Key Market Trends

### Growing Preference for Vegan and Vegetarian Diets

The Mexico dietary supplement market is witnessing a noteworthy shift attributed to the increasing preference for vegan and vegetarian diets among consumers. This marked trend reflects a fundamental change in dietary choices and lifestyles, prompting a significant impact on the supplement industry within the country. Vegan and vegetarian diets have gained substantial popularity, driven by various factors influencing consumer behavior. Ethical considerations, concerns for animal welfare, and environmental consciousness are some of the primary motivations compelling individuals to adopt plant-based dietary preferences. The avoidance of animal-derived products aligns with ethical beliefs and a desire to reduce environmental impact, creating a surge in demand for plant-based alternatives, including supplements. The rise in veganism and vegetarianism has led to a growing need for supplements that cater specifically to these dietary choices. Traditionally, some essential nutrients, such as vitamin B12, iron, calcium, omega-3 fatty acids, and certain amino acids, were predominantly sourced from animal-based products. However, individuals adhering to plant-based diets may



encounter challenges in meeting the recommended intake of these nutrients solely through their diet. This gap in nutritional requirements presents an opportunity for the dietary supplement industry to offer specialized plant-based supplements tailored to address these deficiencies.

Supplement manufacturers are responding to this evolving dietary landscape by introducing a diverse range of vegan and vegetarian-friendly supplements. These supplements are formulated with plant-derived ingredients, ensuring they are free from animal-derived components. For instance, algae-based omega-3 supplements, iron supplements derived from plant sources, and vitamin D sourced from lichen are becoming increasingly prevalent in the market, addressing specific nutrient needs for those following vegan or vegetarian diets. Moreover, the nutritional content and efficacy of these plant-based supplements are being meticulously developed to align with the nutritional requirements of vegan and vegetarian consumers. Manufacturers are focusing on enhancing the bioavailability and absorption of nutrients in these supplements to ensure they effectively meet the nutritional needs of individuals following plant-based diets. The evolving consumer preferences towards plant-based diets also extend to sports and fitness enthusiasts.

Athletes and fitness-conscious individuals adopting vegan or vegetarian lifestyles seek supplements that not only support their dietary preferences but also cater to their increased nutritional demands due to rigorous physical activity. As a result, the market is witnessing the emergence of specialized supplements designed for athletes and fitness enthusiasts adhering to plant-based diets, addressing their unique nutritional requirements. In addition to catering to specific dietary preferences, the promotion of plant-based supplements is further bolstered by growing consumer awareness of their health benefits. Plant-based diets are often associated with various health advantages, including lower risks of certain chronic diseases, improved heart health, and better weight management. The perception of these diets as inherently healthy prompts consumers to seek supplements that complement and enhance the nutritional profile of their plant-based eating habits. Furthermore, the increased availability and accessibility of vegan and vegetarian supplements through various retail channels, online platforms, and health stores contribute significantly to their growing popularity among consumers in Mexico. The ease of access and diverse product offerings cater to the evolving needs and preferences of individuals seeking plant-based alternatives to support their dietary choices. Therefore, the Mexico dietary supplement market is experiencing a notable transformation fueled by the growing preference for vegan and vegetarian diets. This shift in dietary choices is influencing consumer demand for supplements that align with plant-based lifestyles, prompting manufacturers to innovate and diversify their product

offerings to cater to this burgeoning segment of health-conscious individuals. As consumer awareness continues to grow and dietary preferences evolve, the market for vegan and vegetarian supplements is poised for continued expansion and diversification within Mexico's dynamic dietary supplement industry.

## Segmental Insights

### Product Type Insight

Based on the category of product type, the vitamins combination emerged as the leading segment in the Mexico dietary supplements market. This sector's dominance is indicative of the pivotal role that vitamins play in fulfilling nutritional gaps and supporting overall health and wellness among consumers. Vitamins are essential micronutrients vital for various physiological functions within the body, ranging from immunity and metabolism to cell function and growth. Their significance in maintaining optimal health positions the vitamins sector at the forefront of the dietary supplement industry in Mexico. Consumers increasingly prioritize vitamins to address specific nutritional needs, complement their diets, and support their well-being. The prevalence of vitamin supplements can be attributed to the widespread understanding of their importance in promoting health and preventing deficiencies. As individuals seek proactive approaches to health management, vitamins stand out as a fundamental component of their nutritional regimes. Additionally, the versatility of vitamins, available in various forms and formulations, contributes to their widespread adoption among diverse consumer segments, further solidifying their position as the leading category in the Mexican dietary supplements market.

### Form Insights

Based on form, tablets have emerged as the dominant form and are projected to maintain their leading position through the forecast period. The enduring dominance of tablets can be attributed to several factors contributing to their popularity among consumers. Tablets offer convenience and familiarity to consumers, being easy to handle, store, and consume compared to other forms such as capsules or powders. Their solid form ensures stability and longer shelf life, appealing to individuals seeking supplements that retain potency over time. Moreover, tablets often undergo extensive research and development, allowing for precise dosages and controlled release formulations. This reliability in dosage and formulation assurance enhances consumer trust in tablet-based supplements. Additionally, the manufacturing process for tablets is well-established, allowing for cost-effective production at scale. This cost efficiency

translates into competitive pricing for consumers, further driving their preference for tablet-based supplements. Overall, the convenience, stability, precise dosing, and cost-effectiveness of tablets contribute to their continued dominance in the Mexican dietary supplements market, appealing to a wide spectrum of consumers with varying needs and preferences.

### Distribution Channel Insights

Based on distribution channel, Supermarkets and hypermarkets wield substantial influence in propelling dietary supplement sales across Mexico due to their widespread presence and accessibility. These retail giants offer an extensive array of products under one roof, providing unparalleled convenience to consumers. Their expansive shelves and diverse product offerings, coupled with high foot traffic, make them prime destinations for individuals seeking dietary supplements. Moreover, the presence of knowledgeable staff and promotional displays within these outlets further amplifies consumer exposure and engagement with supplement options. This accessibility and comprehensive range of choices make supermarkets and hypermarkets pivotal drivers of dietary supplement sales in Mexico.

### Regional Insights

Central Mexico asserted its dominance in the Mexico dietary supplements market in 2023, securing the highest share of revenue. Firstly, Central Mexico houses densely populated urban areas, including Mexico City, which serve as key hubs for economic activities and consumer markets. The region's high population density translates into a larger consumer base, fostering increased demand for dietary supplements. Moreover, Central Mexico's robust infrastructure and well-established distribution networks contribute significantly to market dominance. Accessibility and efficient supply chains enable swift and widespread availability of dietary supplements across the region, amplifying consumer access and choice. Additionally, the prevalence of health-conscious individuals in urban areas within Central Mexico fuels the demand for supplements promoting wellness and addressing specific health needs. The growing emphasis on preventive healthcare and lifestyle-oriented wellness practices further bolsters the market for dietary supplements, solidifying Central Mexico's position as the leading revenue generator in the country's dietary supplement market.

### Key Market Players

#### Herbalife Nutrition



Omnilife de Mexico SA de CV

Genomma Laboratories Mexico SA de CV

Amway Corp

Fresenius Kabi Mexico SA De Cv.

GNC Inc

Soriana SAB de CV

#### Report Scope:

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

#### Mexico Dietary Supplement Market, By Product Type:

Vitamin Combination Dietary Supplement

Herbal Supplement

Fish Oil & Omega Fatty Acid

Protein

Other

#### Mexico Dietary Supplement Market, By Form:

Tablets

Capsules

Liquid

Powder

Soft Gels

Mexico Dietary Supplement Market, Application:

Energy & Weight Management

General Health

Bone & Joint Health

Immunity

Others

Mexico Dietary Supplement Market, Distribution Channel:

Pharmacies and Drug Stores

Online

Hypermarkets and Supermarkets

Mexico Dietary Supplement Market, By Region:

North

Central Mexico

Central North

South Mexico

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Mexico

*Mexico Dietary Supplement Market By Product Type (Vitamin Combination Dietary Supplement, Herbal Supplement, F...*

Dietary Supplement Market.

Available Customizations:

Mexico 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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