

# **North America Dietary Supplements Market By Product Type, By End User, By Point of Sale, Competition Forecast & Opportunities, 2012-2022**

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## **Abstracts**

Dietary supplements are products containing dietary components that are consumed in form of either powder, liquid or tablets/capsules, to address deficiency caused due to lack of balanced dietary intake. Owing to increasing health consciousness, changing lifestyle and willingness of consumers to switch towards healthier dietary options, market for dietary supplements in North America is expected to grow during the forecast period. Moreover, increasing demand for dietary supplements is being witnessed on account for growing obese population in the region. Amway, Herbalife, Living Essentials LLC, and Pfizer are few of the leading players engaged in offering dietary supplements in North America.

According to “North America Dietary Supplements Market By Product Type, By End User, By Point of Sale, Competition Forecast & Opportunities, 2012-2022”, dietary supplements market in North America is projected to surpass US\$ 38 billion by 2022. Dietary supplements can be broadly categorized into specific product types that include vitamins & mineral supplements, herbal supplements, protein supplements and others. Among all of these product segments, vitamins & minerals segment grabbed the largest market share in 2016, and the segment is expected to continue its market dominance during the forecast period. In 2016, adult and old-age consumers accounted for more than three-fourths of the market share in value terms, and the trend is expected to prevail through 2022. “North America Dietary Supplements Market By Product Type, By End User, By Point of Sale, Competition Forecast & Opportunities, 2012-2022” discusses the following aspects of dietary supplements market in the region:

**North America Dietary Supplements Market Size, Share & Forecast**

Segmental Analysis - By Product Type (Vitamins & Minerals, Herbals, Probiotics, Protein Supplements and Others), By End User (Infant, Children, Adult and Old Aged), By Point of Sale (Pharmacies/Drug Stores, Supermarket/Hypermarket, Internet/Online, Departmental/Retail Store, Direct Selling and Others)

Policy and Regulatory Landscape

Changing Market Trends & Emerging Opportunities

Competitive Landscape & Strategic Recommendations

### Why You Should Buy This Report?

To gain an in-depth understanding of North America dietary supplements market

To identify the customer preference towards dietary supplement products

To help industry consultants, dietary supplement manufacturers, distributors, online service providers and other stakeholders align their market-centric strategies

To obtain research-based business decisions and add weight to presentations and marketing material

To gain competitive knowledge of leading market players

To avail 10% customization in the report without any extra charges and get the research data or trends added in the report as per the buyer's specific needs

### Report Methodology

The information contained in this report is based upon both primary and secondary sources. Primary research includes interviews dietary supplements manufacturers, distributors and industry experts. Secondary research includes an exhaustive search of relevant publications such as company annual reports, financial reports and other proprietary databases.

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