

# **Omega 3 Supplements Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028 Segmented By Source (Fish Oil, Krill Oil, Algae Oil, Others), By Form (Tablets, Capsules, Soft Gels, Others), By Functionality (Cardiovascular Health, Brain, Nervous System & Mental Health, Eye Diseases, Diabetes, Others), By End-user (Adults, Geriatric, Pregnant Women, Children, Infants), By Distribution Channel (OTC, Prescribed), By Region, By Competition Forecast & Opportunities, 2018-2028F**

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## **Abstracts**

Global Omega 3 Supplements Market has valued at USD 6.12 billion in 2022 and is anticipated to project impressive growth in the forecast period with a CAGR of 7.07% through 2028. The global Omega-3 supplements market has experienced significant growth in recent years, driven by increasing consumer awareness of the health benefits associated with Omega-3 fatty acids. Omega-3 fatty acids, including EPA (eicosapentaenoic acid) and DHA (docosahexaenoic acid), are essential nutrients found in fish oil and certain plant sources like flaxseed and walnuts. They are known for their potential to support heart health, brain function, and overall well-being.

### Key Market Drivers

Expanding Aging Population

The global Omega-3 supplements market has experienced substantial growth in recent

years, and one of the driving forces behind this expansion is the aging population. As people around the world live longer, there is a growing awareness of the importance of maintaining good health in later years. Omega-3 fatty acids, particularly EPA (eicosapentaenoic acid) and DHA (docosahexaenoic acid), have garnered attention for their potential benefits in supporting cognitive health and overall well-being among older adults. As individuals age, they become more susceptible to a range of health concerns, including cardiovascular diseases, cognitive decline, joint issues, and inflammation. Omega-3 supplements have been extensively studied for their potential to address these age-related health challenges. For example, Omega-3 fatty acids are known to support heart health by reducing triglyceride levels and maintaining healthy blood pressure, which is of particular concern as people age. Cognitive decline is a natural part of the aging process, and conditions like Alzheimer's disease and dementia become more prevalent in older populations. Omega-3 fatty acids have been associated with improved cognitive function and a reduced risk of cognitive impairment. This has spurred interest among seniors and their caregivers, driving the demand for Omega-3 supplements. Osteoarthritis and other joint-related issues are more common in older individuals, leading many to seek natural solutions for pain relief and improved joint function. Omega-3 supplements have anti-inflammatory properties that may help alleviate joint discomfort, making them an attractive option for seniors looking to maintain an active lifestyle. Cardiovascular diseases, such as heart attacks and strokes, are major concerns for the aging population. Omega-3 fatty acids are well-regarded for their ability to support heart health by reducing the risk factors associated with these conditions. This knowledge has led older adults to incorporate Omega-3 supplements into their daily routines. Omega-3 supplements are available in various forms, including capsules, soft gels, and liquid formulations. They are easy to incorporate into daily diets, making them a convenient choice for seniors who may have difficulty consuming Omega-3-rich foods, like fatty fish. As life expectancy continues to rise globally, there is a greater emphasis on maintaining a high quality of life in older age. Omega-3 supplements are seen as a proactive way to support longevity by addressing common health concerns associated with aging. The expanding aging population is generally more health-conscious and proactive about preventive healthcare. Many older individuals actively seek information about dietary supplements and are more inclined to invest in products that can contribute to their overall well-being.

### Growing Cardiovascular Health Concerns

In an era marked by sedentary lifestyles, stress, and dietary imbalances, cardiovascular health has emerged as a paramount concern worldwide. Cardiovascular diseases (CVDs), including heart attacks and strokes, continue to be a leading cause of mortality.

Amid this backdrop, Omega-3 supplements, rich in essential fatty acids like EPA (eicosapentaenoic acid) and DHA (docosahexaenoic acid), have gained significant traction. These supplements have been extensively studied and are increasingly seen as a natural and effective way to promote heart health. Cardiovascular diseases are a global epidemic, affecting people of all ages and backgrounds. Sedentary lifestyles, unhealthy diets, and increased stress levels have contributed to the growing prevalence of CVDs. As individuals become more aware of their susceptibility to heart-related issues, there is a heightened interest in preventive measures, including dietary supplements like Omega-3 fatty acids. Extensive research has underscored the benefits of Omega-3 fatty acids in supporting cardiovascular health. Studies have shown that Omega-3s can help lower triglyceride levels, reduce blood pressure, and prevent the development of arterial plaques. This scientific backing has bolstered consumer confidence in Omega-3 supplements as a viable and natural option for heart health maintenance. As healthcare shifts from treatment-centric approaches to preventive measures, people are becoming more proactive in managing their well-being. Omega-3 supplements offer a preventive strategy against CVDs, making them an attractive choice for individuals seeking to reduce their risk factors and lead healthier lives. The internet and social media have played a pivotal role in disseminating information about heart health and dietary solutions. Consumers today have access to a wealth of information about Omega-3 fatty acids and their role in cardiovascular health. This increased awareness has contributed to the growth of the Omega-3 supplements market. Omega-3 supplements are widely available through various channels, including pharmacies, health food stores, supermarkets, and e-commerce platforms. Their accessibility and convenience make them a practical choice for individuals looking to incorporate heart-healthy nutrients into their daily routines. The Omega-3 supplements market offers a wide range of product options, including fish oil capsules, soft gels, liquid extracts, and vegetarian/vegan alternatives sourced from algae. This diversity ensures that consumers can find products that align with their dietary preferences and restrictions. Healthcare professionals often recommend Omega-3 supplements to patients with cardiovascular risk factors or those looking to manage their heart health. These endorsements have a significant impact on consumer choices and contribute to the market's growth.

### Diverse Product Offerings

The global Omega-3 supplements market has experienced remarkable growth, and one of the key drivers behind this expansion is the diverse range of product offerings available to consumers. Omega-3 supplements, rich in essential fatty acids like EPA (eicosapentaenoic acid) and DHA (docosahexaenoic acid), have garnered immense

popularity due to their potential health benefits. One of the primary ways diverse product offerings contribute to market growth is by accommodating a wide range of dietary preferences. Not everyone is comfortable consuming traditional fish oil capsules, and many people follow vegetarian or vegan diets. The availability of Omega-3 supplements in various forms, including soft gels, liquid extracts, and vegetarian/vegan options sourced from algae, ensures that consumers can find products that align with their dietary choices. Different product formats make Omega-3 supplements more accessible to a broader demographic. For example, liquid formulations can be easier to swallow for those who have difficulty with traditional capsules. By providing multiple options, the market caters to individuals with diverse needs and preferences, ultimately driving higher consumption. Diverse product offerings also enhance the convenience factor. Consumers can choose supplements that align with their lifestyles. For instance, individuals who are always on the go may prefer convenient soft gels, while those who prioritize customization may opt for liquid extracts that can be added to their favorite beverages or foods. The availability of a wide array of Omega-3 supplement products means that manufacturers can target different consumer segments. This expansion of market reach contributes to overall market growth. For example, specialized products designed for children, or the elderly can tap into specific demographics, increasing overall sales. Some individuals may have allergies or sensitivities to certain ingredients commonly found in supplements. Diverse product offerings enable manufacturers to develop formulations that cater to consumers with specific allergies or sensitivities. This inclusivity encourages more people to consider Omega-3 supplements as part of their health regimen. The Omega-3 supplements market has witnessed ongoing innovation in product formulations. Manufacturers are continually developing new and improved delivery methods and combinations of nutrients to address specific health concerns. For instance, some Omega-3 supplements now include additional vitamins and minerals for a comprehensive health boost. Concerns about overfishing and environmental sustainability have prompted the development of Omega-3 supplements sourced from algae. These plant-based alternatives provide a solution for consumers who are environmentally conscious and want to reduce their impact on marine ecosystems. Diverse product offerings also cater to consumers seeking customized dosages. Some individuals may require higher concentrations of Omega-3 fatty acids for specific health reasons, and product options with varying concentrations allow for tailored supplementation.

## E-commerce and Retail Channels

The global Omega-3 supplements market has been on a steady upward trajectory in recent years, and one of the key drivers behind this growth is the increasing availability

of Omega-3 supplements through diverse retail channels, including e-commerce platforms. As consumers become more health-conscious and seek convenient ways to incorporate these essential fatty acids into their diets, both physical retail stores and online marketplaces play a pivotal role in boosting the market's expansion. E-commerce platforms and traditional retail outlets make Omega-3 supplements easily accessible to consumers. Shoppers can conveniently purchase these supplements from the comfort of their homes through online retailers or pick them up during routine shopping trips to brick-and-mortar stores. This accessibility encourages more consumers to consider Omega-3 supplements as part of their wellness routines. Retail channels, both physical and digital, offer a vast array of Omega-3 supplement products. Consumers can choose from different brands, formulations, and dosages to find the product that best suits their preferences and health needs. The abundance of options increases the likelihood of consumer engagement and purchase. E-commerce platforms often provide detailed product descriptions, customer reviews, and educational content about the benefits of Omega-3 supplements. This information empowers consumers to make informed decisions about their supplement choices, further driving market growth. The competitive nature of e-commerce allows consumers to compare prices easily, making it more likely that they will find affordable Omega-3 supplements. Discounts, bundle deals, and promotions offered by online retailers can attract price-sensitive consumers to invest in these supplements. Many e-commerce platforms offer subscription services for Omega-3 supplements. This approach ensures a steady and predictable supply of supplements, encouraging long-term use and loyalty among customers. It also simplifies the purchasing process for consumers. The rise of online health and wellness trends, coupled with the popularity of e-commerce, has made Omega-3 supplements more visible and accessible to consumers seeking ways to improve their overall health. This trend has been particularly evident in recent years as people have taken a proactive approach to wellness. Traditional retail channels, such as pharmacies, health food stores, and supermarkets, offer visibility for Omega-3 supplements on physical shelves. In-store displays and promotions can catch the eye of shoppers, prompting them to explore and purchase these products.

## Key Market Challenges

### Scientific Scrutiny

Omega-3 supplements have been widely studied, but ongoing research can lead to shifting consumer perceptions and preferences. While the scientific community generally supports the health benefits of Omega-3s, any contradictory research findings or negative media coverage can influence consumer trust and impact the market.

## Consumer Confusion

The diversity of Omega-3 supplements products, each with its unique formulation and health claims, can lead to consumer confusion. Understanding the differences between products and making informed choices can be daunting, potentially limiting market growth.

## Competition from Natural Sources

While supplements are a convenient way to obtain Omega-3s, some consumers prefer to get their nutrients from natural sources like fatty fish, nuts, and seeds. This preference can challenge the market's growth, especially among individuals who prioritize whole foods over supplements.

## Consumer Skepticism

Some consumers are skeptical about the effectiveness and necessity of dietary supplements, including Omega-3s. Convincing these individuals of the value of supplementation can be a hurdle for the industry.

## Key Market Trends

### Plant-Based Omega-3 Supplements

As sustainability and environmental concerns grow, plant-based Omega-3 supplements sourced from algae are gaining popularity. Algal Omega-3 supplements provide an alternative to fish-derived products, making them suitable for vegans and vegetarians. This trend aligns with the growing demand for sustainable and ethical dietary choices.

### Advanced Delivery Methods

Innovative delivery methods are emerging to enhance the absorption and bioavailability of Omega-3 supplements. These methods include emulsions, liposomal formulations, and microencapsulation technologies. These advancements aim to improve the efficacy of Omega-3 supplementation.

### Omega-3 Combination Products

Manufacturers are exploring combinations of Omega-3 fatty acids with other vitamins, minerals, and bioactive compounds to create comprehensive health solutions. These combination products may offer a broader range of benefits, such as Omega-3s paired with antioxidants or joint support nutrients.

### Sports Nutrition and Omega-3s

Omega-3 supplements are finding their way into the sports nutrition sector. Athletes and fitness enthusiasts are recognizing the potential benefits of Omega-3s for reducing inflammation, supporting joint health, and improving recovery. This trend is likely to expand as more research emerges.

### Segmental Insights

#### Source Insights

Based on the category of Source, fish oil-derived supplements dominated the market in 2022. The presence of various fish species, each containing distinct vitamins, is driving omega-3 supplement producers to introduce a wider range of products. However, the rising levels of environmental, metallic, and hazardous contaminants in fish are rendering them unsafe for consumption, which is likely to impede the growth of this segment.

Additionally, increasing regulations on fishing practices aimed at safeguarding fish species are anticipated to impact the availability of raw materials for the industry. On the other hand, there is a growing consumer preference for plant-based alternatives, particularly algae oil-based supplements. Furthermore, the increasing number of vegans and heightened consumer awareness of the benefits of these products are expected to fuel the growth of this particular segment.

#### Form Insights

Soft gels emerged as the leading choice in the category of forms for supplements in 2022. Soft gels are a type of oral medication form comprising a gelatin-based casing encasing a liquid content. They are preferred over tablets and capsules because they are more effortless to swallow, devoid of unpleasant odors, and tasteless. The primary drivers of their demand are their capacity for enhanced absorption and bioavailability, resulting in rapid disintegration, immediate nutrient delivery, and swift effectiveness.

Soft gels prove particularly advantageous for delivering fish oil-based supplements, as they effectively eliminate any unpleasant taste or odor. Additionally, there is a growing interest in plant-based materials for soft gel casings, largely due to the increasing global vegan population.

Another alternative is gummies, which resemble candies and are a chewable form of omega-3 supplements enriched with nutrients. Initially designed for adults and children who dislike pills, gummies have gained popularity among a broader range of consumers due to their ease of consumption and appealing appearance. Moreover, these gummies are available in various flavors to cater to different preferences.

### Regional Insights

In 2022, North America emerged as the dominant player in the market. This was primarily due to a surge in obesity cases and lifestyle-related illnesses attributed to unhealthy dietary practices, as well as the widespread availability of processed and Ready-To-Eat (RTE) foods. A March 2019 study conducted by the New York State Government revealed that approximately 610,000 individuals in the U.S. succumb to heart diseases annually. Cardiovascular health constitutes a major application segment for omega-3 supplements, as coronary heart disease (CHD) stands as a leading cause of mortality among both men and women in North America.

The food landscape has been transforming into what can be described as 'functional foods' and supplements, offering a multitude of health benefits beyond basic nutrition. Meanwhile, Asia Pacific is projected to experience substantial growth due to the increasing investment in health-enhancing products driven by the uptick in sporting activities. Additionally, factors contributing to this growth include a rising incidence of mal-digestion issues and an expanding elderly population.

Furthermore, in India, the increasing prevalence of lifestyle diseases such as diabetes, hypertension, obesity, and cardiovascular ailments will propel regional market expansion. There is also a growing awareness of the importance of leading an active lifestyle, further fueling the demand for these products. Urban populations in the country, backed by robust disposable incomes, are increasingly turning to dietary supplements, which will serve to amplify product demand even more.

### Key Market Players

Nordic Naturals Inc



Reckitt Benckiser Group PLC

Pharma Nord B.V.

i-Health Inc

Green Pasture Products, LLC.

Luhua Biomarine (Shandong) Co., Ltd.

Pharmavite LLC

KD Pharma Group SA

NOW Foods

GSK PLC

Report Scope:

In this report, the Global Omega 3 Supplements Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Omega 3 Supplements Market, By Source:

Fish Oil

Krill Oil

Algae Oil

Others

Omega 3 Supplements Market, By Form:

Tablets

Capsules

Soft Gels

Others

#### Omega 3 Supplements Market, By Functionality:

Cardiovascular Health

Brain, Nervous System & Mental Health

Eye Diseases

Diabetes

Others

#### Omega 3 Supplements Market, By End-user:

Adults

Geriatric

Pregnant Women

Children

Infants

#### Omega 3 Supplements Market, By Distribution Channel:

OTC

Prescribed

#### Omega 3 Supplements Market, By Region:

North America

United States

Canada

Mexico

Europe

Germany

United Kingdom

France

Italy

Spain

Asia-Pacific

China

Japan

India

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Omega 3 Supplements Market.

Available Customizations:

Global Omega 3 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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