

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

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Abstracts

United Kingdom dietary supplements market is anticipated to grow significantly rate in the projected period of 2028. Over time, the use of dietary supplements has grown in popularity as more individuals turn to them for a variety of purposes, including enhancing general health and well-being, resolving nutritional deficiencies, and managing specific medical diseases. There has been a comparable rise in consumer awareness of well-being along with the increased demand for dietary supplements. The impact of the products people uses and consume on their bodies is becoming more apparent. The increasing development of chronic diseases and consumer awareness for leading a healthy lifestyle have been the two main factors propelling the market for dietary supplements. Many health-conscious consumers are looking for all-natural, risk-free, and efficient ways to stay healthy and ward against ailments. Also, the aging

population has boosted the market's expansion, especially in developed nations where they are more likely to experience chronic illnesses and have a greater need for supplements.

Moreover, there is a growing trend in the usage of dietary supplements, especially in the fitness, bodybuilding, and specialized sports industries. People are increasingly turning to these supplements to help them achieve their fitness and performance goals. In addition, people are becoming more conscious of their health and fitness and are using dietary supplements to complement their diet with supplements such as protein powders, vitamins, and herbal supplements. As per the European Food Safety Authority, in 2019, the Europe dietary supplement market was valued at USD 14.95 billion and was expected to grow at a compound annual growth rate of 9.3% from 2019 to USD 33.8 billion by 2027. Another factor contributing to the rise in the usage of dietary supplements is the increase in the availability and variety of products. With the growing demand for supplements, more companies are entering the market, offering a wide range of products to suit different needs and preferences. There are now supplements available for specific goals such as weight loss, general health, and bone and joint health. The increasing prevalence of lifestyle diseases such as obesity, diabetes, and heart disease has also contributed to the growth of the dietary supplements market in United Kingdom and Europe. Many people are turning to supplements to manage these conditions and prevent complications.

Further, there is a growing demand for vitamins and supplements to increase immunity, which offers opportunities for ingredients with beneficial health properties like baobab. Further, increasing demand for plant-based supplements offers opportunities for suppliers of plant-based proteins. As per the International Trade Administration (ITA), Internet shopping is more popular in the UK than in any other country. Consumer eCommerce now accounts for 30% of the total retail market in the UK (up from 20% in 2020), with e-commerce's annual revenue totaling over USD 120 billion. Also, 82% of the UK population bought at least one product online in 2021. Also, manufacturers from the United Kingdom are launching new natural health products, and some are replacing synthetic ingredients with natural ones in product formulations.

However, the market for dietary supplements is anticipated to experience growth restraints due to the rising cost of standard supplements and the high cost of premium-sized supplements. The limited supply of organic supplements and the growing consumer preference for organic goods could restrain market expansion. Yet, supplement producers are embracing technological development to reduce the cost of the product's production and make it accessible to consumers at reasonable costs.

In addition, the aging population is also driving demand for dietary supplements. As people age, their bodies become less efficient at absorbing nutrients from food, making it more difficult for them to meet their daily nutrient requirements. This has led to an increase in demand for supplements that can help fill the nutritional gaps. As per the Office for National Statistics, the statistical results for 2021 show that the population of England and Wales has continued to age and that there are now more people than ever in older age categories. In comparison to 16.4% at the time of the previous census in 2011, almost 11 million people, or 18.6% of the total population, were 65 years of age or older. This comprised 527,900 individuals who were at least 90 years old.

Also, the prevalence of obesity has increased across the entire United Kingdom. The rising prevalence of non-communicable diseases such as diabetes, hypertension, and cardiovascular disorders has been largely attributed to the obesity pandemic. The elements have also made a significant contribution to the expansion of the United Kingdom market. According to NHS Digital, 25.9% of adults in England are obese, and a further 37.9% are overweight but not obese. Obesity is usually defined as having a body mass index (BMI) of 30 or above. The survey, published in December 2022, found that men are more likely than women to be overweight or obese (68.6% of men and 59.0% of women). People aged 45–74 are most likely to be overweight or obese.

In recent times, sports nutrition and other nutritional supplements have become more popular. To combat lifestyle diseases and live healthy lifestyles, fitness and well-being have taken precedence. The United Kingdom market is expanding because of the popularity of holistic nutrition. Since more exercise facilities and gyms have opened because of COVID-19 regulations, more people are participating in sports. This has raised the demand for sports nutrition supplements such as protein shakes and weight loss products, which has greatly boosted the market's growth. As per the European Union (EU), the market size of sports nutrition reached almost 11 USD billion in 2020, and product launches in sports nutrition are on a growth path. It is a growing market with expectations to surpass 34 USD billion in 2028 at a yearly growth rate of around 11%.

Growing Focus on Healthcare

Consumers are becoming more aware of preventive healthcare practices due to the rising frequency of age and lifestyle-related disorders. As a result, they are gravitating towards items that promote good health which are likely to boost the global market. Growing innovation from both major and small market participants is accelerating the

market's expansion on a global scale. The new goods were created to satisfy the rising demand for weight-management aids made from plants rather than animals.

Expanding Advancement in Healthcare Sector

The United Kingdom has been making investments in the development of its health systems. To improve patient care and streamline numerous operations, the healthcare industry already uses robots, AI, and other automation tools. Also, expanding public health initiatives, developing public health initiatives, implementing new medical technologies, and making socioeconomic and educational advancements have significantly improved the country's growth. Due to this, patterns of morbidity and mortality, as well as other indicators of health status, such as the average life expectancy at birth, have significantly improved. Fragmented healthcare delivery and financing systems are the result of increased demands on various providers, including the voluntary and private (for-profit and non-profit) sectors, to close gaps in population and service coverage. There has been a surge in research and development activities in the United Kingdom dietary supplement market.

Market Segmentation

United Kingdom dietary supplements market is segmented into product type, form, distribution channel, application, end user, and company. Based on product type, the United Kingdom dietary supplement market is divided into vitamins, combination dietary supplement, herbal supplement, fish oil & omega fatty acid, protein, and other. Based on form, the United Kingdom dietary supplement market is categorized into tablets, capsules, powder, liquids, and soft gels. Based on distribution channel, the United Kingdom dietary supplement market is categorized into pharmacies and drug stores, supermarkets and hypermarkets, online, and others. Based on application, the United Kingdom dietary supplement market is categorized into energy & weight management, general health, bone & joint health, immunity, and others. Based on end user, the United Kingdom dietary supplement market is categorized into infants, children, adults, pregnant females, and geriatric. Based on Region, the United Kingdom dietary supplement market is segmented into Scotland, South-East, London, South-West, East-Anglia, Yorkshire & Humberside, and East Midlands.

Company Profiles

GlaxoSmithKline plc, Nestlé UK Ltd, Amway (UK) Limited, Abbott UK, Archer Daniels Midland (UK) Limited's, Myprotein Group, Herbalife (UK) Limited, Danone Holdings

(UK) Ltd., Pfizer UK, and Vitabiotics Ltd. are some of the key players of United Kingdom dietary supplements market.

Report Scope:

In this report, United Kingdom dietary supplements market has been segmented into the following categories, in addition to the industry trends, which have also been detailed below:

United Kingdom Dietary Supplements Market, By Product Type:

Vitamin

Combination Dietary Supplement

Herbal Supplement

Fish Oil & Omega Fatty Acid

Protein

Others

United Kingdom Dietary Supplements Market, By Form:

Tablets

Capsules

Powder

Liquids

Soft Gels

United Kingdom Dietary Supplements Market, By Distribution Channel:

Pharmacies and Drug Stores

Supermarkets and Hypermarkets

Online

Others

United Kingdom Dietary Supplements Market, By Application:

Energy & Weight Management

General Health

Bone & Joint Health

Immunity

Others

United Kingdom Dietary Supplements Market, By End User:

Infants

Children

Adults

Pregnant Females

Geriatric

United Kingdom Dietary Supplements Market, By Region:

Scotland

South-East

London

South-West

East-Anglia

Yorkshire & Humberside

East Midlands

Competitive landscape

Company Profiles: Detailed analysis of the major companies in United Kingdom 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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