

Dietary Supplements Market Size and Forecast (2021 - 2031), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Type (Vitamins, Minerals, Proteins and Amino Acids, Probiotics, Blends, and Others), Form (Tablets, Capsules and Softgels, Powders, and Others), and Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and Others)

<https://marketpublishers.com/r/DB691F25AED5EN.html>

Date: January 2026

Pages: 272

Price: US\$ 4,450.00 (Single User License)

ID: DB691F25AED5EN

Abstracts

The dietary supplements market size was valued at US\$ 149.87 billion in 2024 and is expected to reach US\$ 220.25 billion by 2031; it is estimated to register a CAGR of 5.7% from 2025 to 2031.

Dietary supplements market growth is being driven due to growing consumer awareness of preventive care, wellness, active lifestyles, and nutritional deficiencies associated with aging. Ongoing consumption of immunity-enhancing supplements, sports nutrition, and weight management and nutricosmetic products is driving market growth. This trend is particularly strong for convenient, easy-to-take formats such as gummies, capsules, and powders. The rise in e-commerce, trends in premiumization, and government support for evidence-based claims also increase adoption in the developed and emerging markets. With rising health awareness post-pandemic and increased disposable income, dietary supplements provide a reliable, science-backed way to maintain a personalized diet, offering quantifiable value in a more proactive and competitive global wellness market.

The dietary supplements market analysis has been performed by considering the following segments: type, form, and distribution channel. By type, the dietary supplements market is segmented into vitamins, minerals, proteins and amino acids, probiotics, blends, and others. The vitamins segment held the largest dietary supplements market share in 2024 due to strong consumer confidence in their role in immunity, energy, bone strength, and overall wellness. Rising awareness of preventive healthcare, an aging population, and post-pandemic focus on immune support are driving dietary supplement trends toward multivitamins, vitamin D, C, B-complex, and other specialty formulations. Convenience-based formats include gummies, effervescent tablets, and sustained-release capsules that increase compliance with younger and older age groups. Vitamins continue to be the category best supported by clinical evidence and regulatory approval, remaining the cornerstone of innovation and premiumization in the rapidly evolving global dietary supplements market.

The dietary supplements market is segmented into five main regions—North America, Europe, Asia Pacific, Middle East & Africa, and South & Central America. Asia Pacific is expected to register the fastest CAGR in the global dietary supplements market from 2025 to 2031, driven by rapid urbanization, rising disposable incomes, and increasing health awareness across major countries such as China, India, Japan, South Korea, and Australia. The swift rise of e-commerce, along with the expansion of modern retail chains and pharmacy outlets, has made immunity and wellness supplements more accessible to consumers. Additionally, the region's strong shift toward preventive healthcare—combining classical herbal remedies with Western supplement formats—continues to fuel overall market expansion.

Some of the key players operating in the global dietary supplements market include Glanbia Plc, Abbott Laboratories, Amway Corp, Bayer AG, Arkopharma SAS, Pfizer Inc, Otsuka Holdings Co Ltd, GSK Plc, NOW Health Group Inc, and Nestle Health Science SA. Players operating in the dietary supplements market focus on providing high-quality products to fulfill customer demand. Also, they are focusing on launching new and high-quality products for their customers.

The overall global dietary supplements market size has been derived using both primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the dietary supplements market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain more analytical insights into the topic. The participants of this process include industry experts such as VPs, business development managers, market intelligence

managers, and national sales managers—along with external consultants such as valuation experts, research analysts, and key opinion leaders—specializing in the dietary supplements market.

Reason to buy

Saves and reduces time required for identifying the market growth, size, leading players, and segments in the global Dietary Supplements market.

Highlights key business priorities to assist companies in realigning their business strategies

Emphasizes key findings and recommendations that uncover emerging industry trends in the global Dietary Supplements market, enabling stakeholders across the value chain to craft effective long-term strategies

Develop/modify business expansion plans by analyzing substantial growth prospects in mature and emerging markets

Scrutinizes in-depth global Dietary Supplements market trends, along with factors driving the market, as well as those hindering it

Enhances the decision-making process by understanding the strategies that underpin commercial interest with respect to client products, segmentation, pricing, and distribution

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