

# **Europe Nutraceuticals Market Forecast to 2031 - Regional Analysis - by Type (Functional Foods, Functional Beverages, Dietary Supplements, General Wellness, Sports Nutrition, Weight Management, Immune Health, and Others) and Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Online Retail, Convenience Stores, and Others)**

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## **Abstracts**

The Europe nutraceuticals market was valued at US\$ 118.98 billion in 2023 and is expected to reach US\$ 215.43 billion by 2031; it is estimated to register a CAGR of 7.7% from 2023 to 2031.

### **Rising Penetration of E-Commerce Fuel Europe Nutraceuticals Market**

The emergence of e-commerce has significantly transformed the way people shop and spend their money. A positive change in the organized retail sector, a rise in the reach of smartphones and the internet, upsurge in purchasing power, easy access to emerging technologies, and convenience provided by online retail shopping platforms from anywhere at any time are a few of the major factors bolstering the penetration of e-commerce worldwide. Consumers are becoming confident about purchasing various nutraceutical products online, moving from the traditional purchasing model to the home delivery service model. Moreover, online sales of nutraceuticals grew significantly during the COVID-19 pandemic due to the shutdown of physical stores and the government's imposition of social restrictions. As lockdowns constrained people's movement and compelled them to stay home, there was a substantial inclination toward online shopping.

With the increasing penetration of online shopping, manufacturers are selling products through direct-to-customer (D-to-C) channels by launching their online retail sites, thereby eliminating the need to invest in expensive marketing and distribution infrastructure. For instance, Herbalife International, Inc; Now Foods, Quest Nutrition has their own retail channels. Thus, the increasing dependency on e-commerce services and the adoption of the D-to-C strategy by manufacturers are expected to create lucrative opportunities for the nutraceuticals market growth in the coming years.

## Europe Nutraceuticals Market Overview

The emergence of e-commerce has significantly transformed the way people shop and spend their money. A positive change in the organized retail sector, a rise in the reach of smartphones and the internet, upsurge in purchasing power, easy access to emerging technologies, and convenience provided by online retail shopping platforms from anywhere at any time are a few of the major factors bolstering the penetration of e-commerce worldwide. Consumers are becoming confident about purchasing various nutraceutical products online, moving from the traditional purchasing model to the home delivery service model. Moreover, online sales of nutraceuticals grew significantly during the COVID-19 pandemic due to the shutdown of physical stores and the government's imposition of social restrictions. As lockdowns constrained people's movement and compelled them to stay home, there was a substantial inclination toward online shopping.

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## Europe Nutraceuticals Market Revenue and Forecast to 2031 (US\$ Million)

### Europe Nutraceuticals Market Segmentation

The Europe nutraceuticals market is categorized into type, distribution channel, and country.

Based on type, the Europe nutraceuticals market is segmented into gr functional foods,

functional beverages, and dietary supplements. The functional foods segment held the largest market share in 2023. The dietary supplements segment is further sub-segmented into general wellness, sports nutrition, weight management, immune health, and others.

In terms of distribution channel, the Europe nutraceuticals market is segmented into supermarkets and hypermarkets, specialty stores, online retail, convenience stores, and others. The supermarkets and hypermarkets segment held the largest market share in 2023.

By country, the Europe nutraceuticals market is segmented into Germany, France, Italy, Spain, the UK, and the Rest of Europe. The Rest of Europe dominated the Europe nutraceuticals market share in 2023.

Glanbia Plc, NOW Health Group Inc, Amway Corp, Nature's Bounty, Garden of Life LLC, Danone SA, GNC Holdings LLC, Quest Nutrition LLC, Kellanova, and Chobani LLC are among the leading companies operating in the Europe nutraceuticals market.

#### Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the Europe nutraceuticals market.

Highlights key business priorities in order to assist companies to realign their business strategies

The key findings and recommendations highlight crucial progressive industry trends in the Europe nutraceuticals market, thereby allowing players across the value chain to develop effective long-term strategies

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets

Scrutinize in-depth Europe market trends and outlook coupled with the factors driving the Europe nutraceuticals market, as well as those hindering it

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

## Companies

Glanbia Plc

NOW Health Group Inc

Amway Corp

Nature's Bounty

Garden of Life LLC

Danone SA

GNC Holdings LLC

Quest Nutrition LLC

Kellanova

Chobani LLC

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