

Immune Health Supplements Market Size and Forecast (2021 - 2034), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Form (Tablets, Capsules and Softgels, Gummies, Powdered Premixes, Ready-to-Drink, Medicinal Mushrooms, and Others), and Sales Channel (Supermarkets and Hypermarkets, Pharmacies and Drugstores, Online Retail, Health and Wellness Stores, and Others)

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Abstracts

The immune health supplements market size was valued at US\$ 26.84 billion in 2025 and is expected to reach US\$ 44.61 billion by 2034; it is estimated to register a CAGR of 5.8% from 2026 to 2034.

The immune health supplements market is growing quickly as more people focus on preventive healthcare, wellness, and nutrition. Consumers are adding immune-support supplements to their daily routines to lower their risk of infections, boost their health, and build resilience against seasonal illnesses. The market includes a wide variety of products, such as vitamins, minerals, probiotics, herbal supplements, amino acids, and other ingredients that support immune function. As people become more aware of how nutrition affects immunity, and with rising healthcare costs, many individuals are turning to dietary supplements as an affordable preventive health option. Ongoing product innovation, including personalized nutrition, clean-label formulations, gummies, effervescent tablets, and plant-based supplements, is attracting consumers across different age groups.

Additionally, the rapid growth of e-commerce, direct-to-consumer sales, and pharmacy retail networks has made these products more accessible around the globe. More investments in clinical research, stricter quality standards, and the growing use of immune-support ingredients in functional foods and drinks are further boosting market growth. Rising disposable incomes in emerging economies, along with an increased focus on holistic health and wellness, are likely to drive long-term growth, making immune health supplements a more important part of the global dietary supplements industry.

The immune health supplements market is segmented into five main regions—North America, Europe, Asia Pacific, the Middle East & Africa, and South & Central America. In 2025, North America led the immune health supplements market share in terms of revenue. North America represents a developed and innovation-centric market for immune health supplements, supported by strong consumer awareness and a well-established healthcare infrastructure. The region demonstrates a proactive approach to preventive health, with consumers routinely incorporating supplements such as vitamins C and D, zinc, probiotics, and herbal formulations into daily routines. The US leads in product innovation, driven by advanced research capabilities, while Canada emphasizes regulatory compliance and evidence-based formulations.

A defining characteristic of the region is the rapid expansion of personalized nutrition, where companies leverage data analytics and diagnostic tools to tailor immune support solutions. E-commerce plays a dominant role, supported by subscription-based models and direct-to-consumer strategies. Retail pharmacies and supermarkets continue to provide accessibility and brand visibility. Regulatory frameworks ensure product safety, although evolving guidelines around labeling and claims require continuous compliance. Premiumization trends are evident, with growing demand for clean-label, organic, and sustainably sourced products. Technological advancements in formulation—such as enhanced bioavailability systems—are influencing purchasing decisions. North America maintains strong growth momentum due to high health consciousness, digital integration, and continuous product innovation.

Some of the key players operating in the global immune health supplements market include NOW Health Group Inc, Vytalogy Wellness LLC, Nature's Bounty, Om Mushroom, Fungi Perfecti LLC, Moon Juice LLC, Thorne Research Inc, Pure Encapsulations LLC, OLLY Vitamins & Supplements, Health and Happiness (H&H) LLC (Swisse), and Garden of Life LLC. Players operating in the immune health 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 immune health 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 immune health 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 immune health supplements market.

Saves and reduces time required for identifying the market growth, size, leading players, and segments in the global Immune Health 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 Immune Health 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 Immune Health 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

Contents

1. EXECUTIVE SUMMARY

- 1.1 Analyst Market Outlook
- 1.2 Market Attractiveness

2. IMMUNE HEALTH SUPPLEMENTS MARKET LANDSCAPE

- 2.1 Overview
- 2.2 Value Chain Analysis
- 2.3 Supply Chain Analysis
 - 2.3.1 List of Manufacturers/Suppliers
 - 2.3.2 List of Potential Customers (Upto 50)
- 2.4 Porter`s Five Force Analysis
- 2.5 PEST Analysis
- 2.6 Import–Export Analysis for Key Countries (As per the nearest HS Code)
 - 2.6.1 Import–Export Analysis for Key Countries
- 2.7 Impact of Artificial Intelligence (AI)
- 2.8 Product or Technology Roadmap
- 2.9 Sustainability and ESG Trends
- 2.10 Patent Analysis
- 2.11 Regulatory Framework

3. COMPETITIVE LANDSCAPE

- 3.1 Company Benchmarking by Key Players
- 3.2 Market Share Analysis, 2025 – By Key Players
- 3.3 Market Concentration

4. IMMUNE HEALTH SUPPLEMENTS MARKET – KEY INDUSTRY DYNAMICS

- 4.1 Market Drivers
- 4.2 Market Restraints
- 4.3 Market Opportunities
- 4.4 Future Trends
- 4.5 Impact of Drivers and Restraints

5. IMMUNE HEALTH SUPPLEMENTS MARKET – GLOBAL MARKET ANALYSIS

Immune Health Supplements Market Size and Forecast (2021 - 2034), Global and Regional Share, Trend, and Growth...

5.1 Immune Health Supplements Market Revenue (US\$ Million), 2021–2034

5.2 Immune Health Supplements Market Forecast and Analysis

6. IMMUNE HEALTH SUPPLEMENTS MARKET REVENUE ANALYSIS – FORM

6.1 Immune Health Supplements Market Forecasts and Analysis by Form

6.1.1 Tablets

6.1.1.1 Overview

6.1.1.2 Tablets: Immune Health Supplements Market – Revenue, 2021–2034 (US\$ Million)

6.1.2 Capsules and Softgels

6.1.2.1 Overview

6.1.2.2 Capsules and Softgels: Immune Health Supplements Market – Revenue, 2021–2034 (US\$ Million)

6.1.3 Gummies

6.1.3.1 Overview

6.1.3.2 Gummies: Immune Health Supplements Market – Revenue, 2021–2034 (US\$ Million)

6.1.4 Powdered Premixes

6.1.4.1 Overview

6.1.4.2 Powdered Premixes: Immune Health Supplements Market – Revenue, 2021–2034 (US\$ Million)

6.1.5 Ready-to-Drink

6.1.5.1 Overview

6.1.5.2 Ready-to-Drink: Immune Health Supplements Market – Revenue, 2021–2034 (US\$ Million)

6.1.6 Medicinal Mushrooms

6.1.6.1 Overview

6.1.6.2 Medicinal Mushrooms: Immune Health Supplements Market – Revenue, 2021–2034 (US\$ Million)

6.1.7 Others

6.1.7.1 Overview

6.1.7.2 Others: Immune Health Supplements Market – Revenue, 2021–2034 (US\$ Million)

7. IMMUNE HEALTH SUPPLEMENTS MARKET REVENUE ANALYSIS – SALE CHANNEL

7.1 Immune Health Supplements Market Forecasts and Analysis by Sale Channel

7.1.1 Supermarkets and Hypermarkets

7.1.1.1 Overview

7.1.1.2 Supermarkets and Hypermarkets: Immune Health Supplements Market – Revenue, 2021–2034 (US\$ Million)

7.1.2 Pharmacies and Drugstores

7.1.2.1 Overview

7.1.2.2 Pharmacies and Drugstores: Immune Health Supplements Market – Revenue, 2021–2034 (US\$ Million)

7.1.3 Online Retail

7.1.3.1 Overview

7.1.3.2 Online Retail: Immune Health Supplements Market – Revenue, 2021–2034 (US\$ Million)

7.1.4 Health and Wellness Stores

7.1.4.1 Overview

7.1.4.2 Health and Wellness Stores: Immune Health Supplements Market – Revenue, 2021–2034 (US\$ Million)

7.1.5 Others

7.1.5.1 Overview

7.1.5.2 Others: Immune Health Supplements Market – Revenue, 2021–2034 (US\$ Million)

8. IMMUNE HEALTH SUPPLEMENTS MARKET – GEOGRAPHICAL ANALYSIS

8.1 North America

8.1.1 North America Immune Health Supplements Market Overview

8.1.2 North America: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

8.1.3 North America: Immune Health Supplements Market – By Segmentation

8.1.3.1 Form

8.1.3.2 Sale Channel

8.1.4 North America: Immune Health Supplements Market Breakdown by Countries

8.1.4.1 United States Market

8.1.4.1.1 United States: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

8.1.4.1.2 United States: Immune Health Supplements Market – By Segmentation

8.1.4.1.2.1 Form

8.1.4.1.2.2 Sale Channel

8.1.4.2 Canada Market

8.1.4.2.1 Canada: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

8.1.4.2.2 Canada: Immune Health Supplements Market – By Segmentation

8.1.4.2.2.1 Form

8.1.4.2.2.2 Sale Channel

8.1.4.3 Mexico Market

8.1.4.3.1 Mexico: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

8.1.4.3.2 Mexico: Immune Health Supplements Market – By Segmentation

8.1.4.3.2.1 Form

8.1.4.3.2.2 Sale Channel

8.2 Europe

8.2.1 Europe Immune Health Supplements Market Overview

8.2.2 Europe: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

8.2.3 Europe: Immune Health Supplements Market – By Segmentation

8.2.3.1 Form

8.2.3.2 Sale Channel

8.2.4 Europe: Immune Health Supplements Market Breakdown by Countries

8.2.4.1 Germany Market

8.2.4.1.1 Germany: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

8.2.4.1.2 Germany: Immune Health Supplements Market – By Segmentation

8.2.4.1.2.1 Form

8.2.4.1.2.2 Sale Channel

8.2.4.2 France Market

8.2.4.2.1 France: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

8.2.4.2.2 France: Immune Health Supplements Market – By Segmentation

8.2.4.2.2.1 Form

8.2.4.2.2.2 Sale Channel

8.2.4.3 Italy Market

8.2.4.3.1 Italy: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

8.2.4.3.2 Italy: Immune Health Supplements Market – By Segmentation

8.2.4.3.2.1 Form

8.2.4.3.2.2 Sale Channel

8.2.4.4 Spain Market

8.2.4.4.1 Spain: Immune Health Supplements Market Revenue and Forecasts,

2021–2034 (US\$ Million)

8.2.4.4.2 Spain: Immune Health Supplements Market – By Segmentation

8.2.4.4.2.1 Form

8.2.4.4.2.2 Sale Channel

8.2.4.5 United Kingdom Market

8.2.4.5.1 United Kingdom: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

8.2.4.5.2 United Kingdom: Immune Health Supplements Market – By Segmentation

8.2.4.5.2.1 Form

8.2.4.5.2.2 Sale Channel

8.2.4.6 Rest of Europe Market

8.2.4.6.1 Rest of Europe: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

8.2.4.6.2 Rest of Europe: Immune Health Supplements Market – By Segmentation

8.2.4.6.2.1 Form

8.2.4.6.2.2 Sale Channel

8.3 Asia Pacific

8.3.1 Asia Pacific Immune Health Supplements Market Overview

8.3.2 Asia Pacific: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

8.3.3 Asia Pacific: Immune Health Supplements Market – By Segmentation

8.3.3.1 Form

8.3.3.2 Sale Channel

8.3.4 Asia Pacific: Immune Health Supplements Market Breakdown by Countries

8.3.4.1 China Market

8.3.4.1.1 China: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

8.3.4.1.2 China: Immune Health Supplements Market – By Segmentation

8.3.4.1.2.1 Form

8.3.4.1.2.2 Sale Channel

8.3.4.2 Japan Market

8.3.4.2.1 Japan: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

8.3.4.2.2 Japan: Immune Health Supplements Market – By Segmentation

8.3.4.2.2.1 Form

8.3.4.2.2.2 Sale Channel

8.3.4.3 India Market

8.3.4.3.1 India: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

8.3.4.3.2 India: Immune Health Supplements Market – By Segmentation

8.3.4.3.2.1 Form

8.3.4.3.2.2 Sale Channel

8.3.4.4 Australia Market

8.3.4.4.1 Australia: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

8.3.4.4.2 Australia: Immune Health Supplements Market – By Segmentation

8.3.4.4.2.1 Form

8.3.4.4.2.2 Sale Channel

8.3.4.5 South Korea Market

8.3.4.5.1 South Korea: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

8.3.4.5.2 South Korea: Immune Health Supplements Market – By Segmentation

8.3.4.5.2.1 Form

8.3.4.5.2.2 Sale Channel

8.3.4.6 Rest of Asia Pacific Market

8.3.4.6.1 Rest of Asia Pacific: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

8.3.4.6.2 Rest of Asia Pacific: Immune Health Supplements Market – By Segmentation

8.3.4.6.2.1 Form

8.3.4.6.2.2 Sale Channel

8.4 Middle East and Africa

8.4.1 Middle East and Africa Immune Health Supplements Market Overview

8.4.2 Middle East and Africa: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

8.4.3 Middle East and Africa: Immune Health Supplements Market – By Segmentation

8.4.3.1 Form

8.4.3.2 Sale Channel

8.4.4 Middle East and Africa: Immune Health Supplements Market Breakdown by Countries

8.4.4.1 South Africa Market

8.4.4.1.1 South Africa: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

8.4.4.1.2 South Africa: Immune Health Supplements Market – By Segmentation

8.4.4.1.2.1 Form

8.4.4.1.2.2 Sale Channel

8.4.4.2 Saudi Arabia Market

8.4.4.2.1 Saudi Arabia: Immune Health Supplements Market Revenue and Forecasts,

2021–2034 (US\$ Million)

8.4.4.2.2 Saudi Arabia: Immune Health Supplements Market – By Segmentation

8.4.4.2.2.1 Form

8.4.4.2.2.2 Sale Channel

8.4.4.3 United Arab Emirates Market

8.4.4.3.1 United Arab Emirates: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

8.4.4.3.2 United Arab Emirates: Immune Health Supplements Market – By Segmentation

8.4.4.3.2.1 Form

8.4.4.3.2.2 Sale Channel

8.4.4.4 Rest of Middle East and Africa Market

8.4.4.4.1 Rest of Middle East and Africa: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

8.4.4.4.2 Rest of Middle East and Africa: Immune Health Supplements Market – By Segmentation

8.4.4.4.2.1 Form

8.4.4.4.2.2 Sale Channel

8.5 South and Central America

8.5.1 South and Central America Immune Health Supplements Market Overview

8.5.2 South and Central America: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

8.5.3 South and Central America: Immune Health Supplements Market – By Segmentation

8.5.3.1 Form

8.5.3.2 Sale Channel

8.5.4 South and Central America: Immune Health Supplements Market Breakdown by Countries

8.5.4.1 Brazil Market

8.5.4.1.1 Brazil: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

8.5.4.1.2 Brazil: Immune Health Supplements Market – By Segmentation

8.5.4.1.2.1 Form

8.5.4.1.2.2 Sale Channel

8.5.4.2 Argentina Market

8.5.4.2.1 Argentina: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

8.5.4.2.2 Argentina: Immune Health Supplements Market – By Segmentation

8.5.4.2.2.1 Form

8.5.4.2.2.2 Sale Channel

8.5.4.3 Rest of South and Central America Market

8.5.4.3.1 Rest of South and Central America: Immune Health Supplements Market
Revenue and Forecasts, 2021–2034 (US\$ Million)

8.5.4.3.2 Rest of South and Central America: Immune Health Supplements Market –
By Segmentation

8.5.4.3.2.1 Form

8.5.4.3.2.2 Sale Channel

9. IMMUNE HEALTH SUPPLEMENTS MARKET INDUSTRY LANDSCAPE

10. IMMUNE HEALTH SUPPLEMENTS MARKET – KEY COMPANY PROFILES

10.1 NOW Health Group Inc

10.1.1 Key Facts

10.1.2 Business Description

10.1.3 Products and Services

10.1.4 Financial Overview

10.1.5 SWOT Analysis

10.1.6 Key Developments

10.2 Vytalogy Wellness LLC

10.2.1 Key Facts

10.2.2 Business Description

10.2.3 Products and Services

10.2.4 Financial Overview

10.2.5 SWOT Analysis

10.2.6 Key Developments

10.3 Nature's Bounty

10.3.1 Key Facts

10.3.2 Business Description

10.3.3 Products and Services

10.3.4 Financial Overview

10.3.5 SWOT Analysis

10.3.6 Key Developments

10.4 Om Mushroom

10.4.1 Key Facts

10.4.2 Business Description

10.4.3 Products and Services

10.4.4 Financial Overview

- 10.4.5 SWOT Analysis
- 10.4.6 Key Developments
- 10.5 Fungi Perfecti LLC
 - 10.5.1 Key Facts
 - 10.5.2 Business Description
 - 10.5.3 Products and Services
 - 10.5.4 Financial Overview
 - 10.5.5 SWOT Analysis
 - 10.5.6 Key Developments
- 10.6 Moon Juice LLC
 - 10.6.1 Key Facts
 - 10.6.2 Business Description
 - 10.6.3 Products and Services
 - 10.6.4 Financial Overview
 - 10.6.5 SWOT Analysis
 - 10.6.6 Key Developments
- 10.7 Thorne Research Inc
 - 10.7.1 Key Facts
 - 10.7.2 Business Description
 - 10.7.3 Products and Services
 - 10.7.4 Financial Overview
 - 10.7.5 SWOT Analysis
 - 10.7.6 Key Developments
- 10.8 Pure Encapsulations LLC
 - 10.8.1 Key Facts
 - 10.8.2 Business Description
 - 10.8.3 Products and Services
 - 10.8.4 Financial Overview
 - 10.8.5 SWOT Analysis
 - 10.8.6 Key Developments
- 10.9 OLLY Vitamins & Supplements
 - 10.9.1 Key Facts
 - 10.9.2 Business Description
 - 10.9.3 Products and Services
 - 10.9.4 Financial Overview
 - 10.9.5 SWOT Analysis
 - 10.9.6 Key Developments
- 10.10 Health and Happiness (H&H) LLC (Swisse)
 - 10.10.1 Key Facts

- 10.10.2 Business Description
- 10.10.3 Products and Services
- 10.10.4 Financial Overview
- 10.10.5 SWOT Analysis
- 10.10.6 Key Developments
- 10.11 Garden of Life LLC
 - 10.11.1 Key Facts
 - 10.11.2 Business Description
 - 10.11.3 Products and Services
 - 10.11.4 Financial Overview
 - 10.11.5 SWOT Analysis
 - 10.11.6 Key Developments

11. APPENDIX

- 11.1 Glossary
- 11.2 Research Methodology and Approach
 - 11.2.1 Secondary Research
 - 11.2.2 Primary Research
 - 11.2.3 Market Estimation Approach
 - 11.2.3.1 Supply Side Analysis
 - 11.2.3.2 Demand Side Analysis
 - 11.2.4 Research Assumptions and Limitations
 - 11.2.5 Currency Conversion
- 11.3 About The Insight Partners
- 11.4 Market Intelligence Cloud

List Of Tables

LIST OF TABLES

Table 1. List of Patents and Description

Table 2. List of Regulatory Bodies and Organizations

Table 3. Ease of Doing Business: Key Country Rankings

Table 4. Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million)

Table 5. Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million)

Table 6. Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Form

Table 7. Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Form

Table 8. Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Sale Channel

Table 9. Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Sale Channel

Table 10. North America: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Form

Table 11. North America: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Form

Table 12. North America: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Sale Channel

Table 13. North America: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Sale Channel

Table 14. North America: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Country

Table 15. North America: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Country

Table 16. United States: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Form

Table 17. United States: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Form

Table 18. United States: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Sale Channel

Table 19. United States: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Sale Channel

Table 20. Canada: Immune Health Supplements Market – Revenue, 2021–2025 (US\$

Million) – by Form

Table 21. Canada: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Form

Table 22. Canada: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Sale Channel

Table 23. Canada: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Sale Channel

Table 24. Mexico: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Form

Table 25. Mexico: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Form

Table 26. Mexico: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Sale Channel

Table 27. Mexico: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Sale Channel

Table 28. Europe: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Form

Table 29. Europe: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Form

Table 30. Europe: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Sale Channel

Table 31. Europe: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Sale Channel

Table 32. Europe: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Country

Table 33. Europe: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Country

Table 34. Germany: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Form

Table 35. Germany: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Form

Table 36. Germany: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Sale Channel

Table 37. Germany: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Sale Channel

Table 38. France: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Form

Table 39. France: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Form

Table 40. France: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Sale Channel

Table 41. France: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Sale Channel

Table 42. Italy: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Form

Table 43. Italy: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Form

Table 44. Italy: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Sale Channel

Table 45. Italy: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Sale Channel

Table 46. Spain: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Form

Table 47. Spain: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Form

Table 48. Spain: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Sale Channel

Table 49. Spain: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Sale Channel

Table 50. United Kingdom: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Form

Table 51. United Kingdom: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Form

Table 52. United Kingdom: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Sale Channel

Table 53. United Kingdom: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Sale Channel

Table 54. Rest of Europe: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Form

Table 55. Rest of Europe: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Form

Table 56. Rest of Europe: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Sale Channel

Table 57. Rest of Europe: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Sale Channel

Table 58. Asia Pacific: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Form

Table 59. Asia Pacific: Immune Health Supplements Market – Revenue Forecast,

2026–2034 (US\$ Million) – by Form

Table 60. Asia Pacific: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Sale Channel

Table 61. Asia Pacific: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Sale Channel

Table 62. Asia Pacific: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Country

Table 63. Asia Pacific: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Country

Table 64. China: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Form

Table 65. China: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Form

Table 66. China: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Sale Channel

Table 67. China: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Sale Channel

Table 68. Japan: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Form

Table 69. Japan: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Form

Table 70. Japan: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Sale Channel

Table 71. Japan: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Sale Channel

Table 72. India: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Form

Table 73. India: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Form

Table 74. India: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Sale Channel

Table 75. India: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Sale Channel

Table 76. Australia: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Form

Table 77. Australia: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Form

Table 78. Australia: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Sale Channel

Table 79. Australia: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Sale Channel

Table 80. South Korea: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Form

Table 81. South Korea: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Form

Table 82. South Korea: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Sale Channel

Table 83. South Korea: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Sale Channel

Table 84. Rest of Asia Pacific: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Form

Table 85. Rest of Asia Pacific: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Form

Table 86. Rest of Asia Pacific: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Sale Channel

Table 87. Rest of Asia Pacific: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Sale Channel

Table 88. Middle East and Africa: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Form

Table 89. Middle East and Africa: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Form

Table 90. Middle East and Africa: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Sale Channel

Table 91. Middle East and Africa: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Sale Channel

Table 92. Middle East and Africa: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Country

Table 93. Middle East and Africa: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Country

Table 94. South Africa: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Form

Table 95. South Africa: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Form

Table 96. South Africa: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Sale Channel

Table 97. South Africa: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Sale Channel

Table 98. Saudi Arabia: Immune Health Supplements Market – Revenue, 2021–2025

(US\$ Million) – by Form

Table 99. Saudi Arabia: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Form

Table 100. Saudi Arabia: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Sale Channel

Table 101. Saudi Arabia: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Sale Channel

Table 102. United Arab Emirates: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Form

Table 103. United Arab Emirates: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Form

Table 104. United Arab Emirates: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Sale Channel

Table 105. United Arab Emirates: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Sale Channel

Table 106. Rest of Middle East and Africa: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Form

Table 107. Rest of Middle East and Africa: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Form

Table 108. Rest of Middle East and Africa: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Sale Channel

Table 109. Rest of Middle East and Africa: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Sale Channel

Table 110. South and Central America: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Form

Table 111. South and Central America: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Form

Table 112. South and Central America: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Sale Channel

Table 113. South and Central America: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Sale Channel

Table 114. South and Central America: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Country

Table 115. South and Central America: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Country

Table 116. Brazil: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Form

Table 117. Brazil: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Form

Table 118. Brazil: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Sale Channel

Table 119. Brazil: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Sale Channel

Table 120. Argentina: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Form

Table 121. Argentina: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Form

Table 122. Argentina: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Sale Channel

Table 123. Argentina: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Sale Channel

Table 124. Rest of South and Central America: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Form

Table 125. Rest of South and Central America: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Form

Table 126. Rest of South and Central America: Immune Health Supplements Market – Revenue, 2021–2025 (US\$ Million) – by Sale Channel

Table 127. Rest of South and Central America: Immune Health Supplements Market – Revenue Forecast, 2026–2034 (US\$ Million) – by Sale Channel

Table 128. Glossary – Immune Health Supplements Market

List Of Figures

LIST OF FIGURES

- Figure 1. Immune Health Supplements Market Segmentation
- Figure 2. Immune Health Supplements Market – Value Chain Analysis
- Figure 3. Porter's Five Forces Analysis
- Figure 4. Pest Analysis
- Figure 5. Immune Health Supplements Market – Key Industry Dynamics
- Figure 6. Impact Analysis of Drivers and Restraints
- Figure 7. Immune Health Supplements Market Revenue (US\$ Million), 2021–2034
- Figure 8. Immune Health Supplements Market Share (%) – by Form (2025 and 2034)
- Figure 9. Tablets: Immune Health Supplements Market – Revenue and Forecasts, 2021–2034 (US\$ Million)
- Figure 10. Capsules and Softgels: Immune Health Supplements Market – Revenue and Forecasts, 2021–2034 (US\$ Million)
- Figure 11. Gummies: Immune Health Supplements Market – Revenue and Forecasts, 2021–2034 (US\$ Million)
- Figure 12. Powdered Premixes: Immune Health Supplements Market – Revenue and Forecasts, 2021–2034 (US\$ Million)
- Figure 13. Ready-to-Drink: Immune Health Supplements Market – Revenue and Forecasts, 2021–2034 (US\$ Million)
- Figure 14. Medicinal Mushrooms: Immune Health Supplements Market – Revenue and Forecasts, 2021–2034 (US\$ Million)
- Figure 15. Others: Immune Health Supplements Market – Revenue and Forecasts, 2021–2034 (US\$ Million)
- Figure 16. Immune Health Supplements Market Share (%) – by Sale Channel (2025 and 2034)
- Figure 17. Supermarkets and Hypermarkets: Immune Health Supplements Market – Revenue and Forecasts, 2021–2034 (US\$ Million)
- Figure 18. Pharmacies and Drugstores: Immune Health Supplements Market – Revenue and Forecasts, 2021–2034 (US\$ Million)
- Figure 19. Online Retail: Immune Health Supplements Market – Revenue and Forecasts, 2021–2034 (US\$ Million)
- Figure 20. Health and Wellness Stores: Immune Health Supplements Market – Revenue and Forecasts, 2021–2034 (US\$ Million)
- Figure 21. Others: Immune Health Supplements Market – Revenue and Forecasts, 2021–2034 (US\$ Million)
- Figure 22. Immune Health Supplements Market Breakdown by Geography, 2025 and

2034

Figure 23. North America: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

Figure 24. North America: Immune Health Supplements Market Breakdown by Key Countries, 2025 and 2034 (%)

Figure 25. United States: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

Figure 26. Canada: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

Figure 27. Mexico: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

Figure 28. Europe: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

Figure 29. Europe: Immune Health Supplements Market Breakdown by Key Countries, 2025 and 2034 (%)

Figure 30. Germany: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

Figure 31. France: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

Figure 32. Italy: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

Figure 33. Spain: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

Figure 34. United Kingdom: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

Figure 35. Rest of Europe: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

Figure 36. Asia Pacific: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

Figure 37. Asia Pacific: Immune Health Supplements Market Breakdown by Key Countries, 2025 and 2034 (%)

Figure 38. China: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

Figure 39. Japan: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

Figure 40. India: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

Figure 41. Australia: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

Figure 42. South Korea: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

Figure 43. Rest of Asia Pacific: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

Figure 44. Middle East and Africa: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

Figure 45. Middle East and Africa: Immune Health Supplements Market Breakdown by Key Countries, 2025 and 2034 (%)

Figure 46. South Africa: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

Figure 47. Saudi Arabia: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

Figure 48. United Arab Emirates: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

Figure 49. Rest of Middle East and Africa: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

Figure 50. South and Central America: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

Figure 51. South and Central America: Immune Health Supplements Market Breakdown by Key Countries, 2025 and 2034 (%)

Figure 52. Brazil: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

Figure 53. Argentina: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

Figure 54. Rest of South and Central America: Immune Health Supplements Market Revenue and Forecasts, 2021–2034 (US\$ Million)

Figure 55. Bottom–Up Approach and Top–Down Approach

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