

# **North America 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 North America nutraceuticals market was valued at US\$ 180.43 billion in 2023 and is expected to reach US\$ 313.16 billion by 2031; it is estimated to register a CAGR of 7.1% from 2023 to 2031.

### **Plant-Based and Organic Nutraceuticals Fuel North America Nutraceuticals Market**

The increasing number of health-conscious consumers worldwide boosts the demand for nutraceuticals with vegan, organic, and plant-based tags. The burgeoning awareness of the more significant nutritional profiles of plant-based nutraceuticals than their traditional counterparts is expected to propel the demand for plant-based nutraceuticals over the forecast period. These products contain collagen, minerals, antioxidants, and carbohydrates in higher amounts with lower fat content, which appeals to consumers seeking healthier nutraceuticals. To keep up with the growing trend of organic and plant-based products, several companies focus on launching their plant-based nutraceuticals, along with expanding their existing product lines. In 2024, Protein Industries Canada and Innovate-UK announced their first collaborative research and development projects as part of their bilateral partnership. Along with consortium members, the organizations are investing US\$ 5.7 million into two joint R&D projects aimed at advancing the development and commercialization of plant-based ingredients

and foods on both sides of the Atlantic. Also, in August 2023, PB2 Foods, Inc expanded its protein bar product line by launching PB2 Performance protein bars. These plant-based products, made with non-GMO ingredients and kosher, have been made available in two different flavors: chocolate almond and chocolate peanut butter. Furthermore, in 2025, West Family Ventures LLC announced the launch of Zyra Protein Powder, a plant-based nutritional supplement made with pea protein, date sugar, strawberry powder, and salt. Founded in 2024, Zyra aims to transform the protein powder industry. The product is gluten-free, vegan-friendly, non-GMO, 100% natural, and contains only four ingredients. Thus, plant-based and organic nutraceuticals are emerging as significant nutraceuticals market trends.

## North America Nutraceuticals Market Overview

Nutraceutical products such as functional food and beverages, and dietary supplements are gaining huge popularity among the American population. The increasing awareness of nutraceuticals and rising health concerns among consumers drive the North American nutraceuticals market. Obesity is a major cause of diabetes and other chronic diseases. According to the Trust for America's Health, as of September 2023, 41.9% of Americans in the US were suffering from obesity. To overcome these health issues, a majority of the population is resorting to healthier diets with functional claims. They are also adopting an active lifestyle with the inclusion of physical exercises and sports which further boosts the demand for sports and health benefitting supplements. In response to this trend, several key players in the region are offering a comprehensive product portfolio of nutraceutical products. For instance, in November 2023, Vinatura Supplements LLC launched high-quality supplements for healthy living and wellness. The company aims to empower individuals focused on achieving optimal well-being.

The demand for fortified dairy products, energy drinks, dietary supplements, functional beverages, and protein bars is increasing continuously in North American countries. The preference for convenient and on-the-go ready-to-drink (RTD) beverages with functional claims such as sports drinks, energy drinks, probiotic drinks, and immune boosting shots, among others propels the demand for functional beverages. Also, consumers are inclined toward the consumption of sports supplements to boost their performance in workouts and aid in quick recovery. In December 2023, Barebells expanded its protein bars product portfolio by launching the Soft Bar Banana Caramel protein bar to cater to the growing consumer preference for healthy and functional foods. Thus, the shift in consumer lifestyle is boosting the demand for nutraceutical products such as protein bars, fortified food, RTD sports drinks, and vitamin supplements in North America.

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

### North America Nutraceuticals Market Segmentation

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

Based on type, the North America nutraceuticals market is segmented into gr functional foods, functional beverages, 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 North America 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 North America nutraceuticals market is segmented into the US, Canada, and Mexico. The US dominated the North America 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 some of the leading companies operating in the North America 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 North America 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 North America 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 North America 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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