

US Functional Wellness Market Size and Forecast (2021 - 2034), Country Share, Trend, and Growth Opportunity Analysis Report Coverage: By Form (Tablets, Capsules and Softgels, Gummies, Powdered Premixes, Ready-to-Drink, Medicinal Mushrooms, and Others), By Function (Sleep and Stress Management, Adaptogens and Anxiety Management, Cognitive Health and Nootropic, Anti-Aging, Immune Support, Longevity, and Others), and By Sales Channel (Supermarkets and Hypermarkets, Pharmacies and Drugstores, Online Retail, Health and Wellness Stores, and Others)

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Abstracts

The US functional wellness market size is expected to grow from US\$ 117.37 billion in 2025 to US\$ 191.57 billion by 2034; the market is estimated to register a CAGR of 5.6% from 2026 to 2034.

The US functional wellness market growth is supported by the increasing demand for preventive healthcare, enhanced nutrition, and overall well-being among consumers across various age groups. These products help improve immunity, cognitive performance, stress management, and physical health outcomes among individuals. These benefits are essential in addressing lifestyle-related disorders, boosting daily energy levels, and ensuring long-term health maintenance in modern, fast-paced environments. Economic burdens, reduced productivity, and increased healthcare costs

can arise due to poor health management, nutritional deficiencies, or rising stress levels. The demand is surging as awareness regarding self-care, fitness, and mental wellness continues to grow, alongside the expansion of e-commerce and health-focused retail channels. Safe, clinically tested, and quality-certified wellness products are increasingly emphasized by regulatory bodies to enhance consumer safety and trust. Functional wellness products will continue to play a key role in proactive health management systems that support sustainable healthcare and improved quality of life. They are essential in the evolving US healthcare landscape to promote preventive care, reduce dependency on reactive treatments, and strengthen long-term wellness outcomes.

The US functional wellness market analysis has been performed by considering the following segments: form, function, and sales channel. By form, the US functional wellness market is segmented into tablets, capsules and softgels, gummies, powdered premixes, ready-to-drink, medicinal mushrooms, and others. The tablets segment accounted for the largest US functional wellness market share in 2025. These formats provide convenience, accurate dosage, extended shelf life, and ease of consumption, making them highly preferred among consumers. By function, the market is segmented into sleep and stress management, adaptogens and anxiety management, cognitive health and nootropic, anti-aging, immune support, longevity, and others, where the immune support segment accounted for the largest share in 2025 due to heightened awareness around disease prevention and overall health resilience. By sales channel, the market is segmented into supermarkets and hypermarkets, pharmacies and drugstores, online retail, health and wellness stores, and others, with pharmacies and drugstores holding the largest market share in 2025 owing to strong consumer trust, accessibility, and professional guidance.

The tablets segment plays a crucial role in delivering consistent and measurable health benefits, including improved nutrient absorption, immune function, and overall wellness support. It is widely adopted due to its compatibility with daily routines, portability, and cost-effectiveness, making it suitable for a broad consumer base. Tablets are effective in maintaining dosage accuracy, ensuring product stability, and supporting long-term supplementation programs without compromising quality or efficacy. They facilitate streamlined production, storage, and distribution processes, minimizing operational complexities and cost fluctuations for manufacturers and retailers. The segment also supports innovation in formulation, including multi-functional blends and time-release mechanisms that enhance user experience and outcomes. Its resilience against supply chain disruptions and adaptability to evolving consumer preferences make it a cornerstone of the functional wellness products market in the United States.

Some of the key players operating in the US functional wellness market are NOW Foods, Natrol, Nature's Bounty, Recess, Om Mushroom, Host Defense, Four Sigmatic, Onnit, Moon Juice, Ritual, Thorne, Pure Encapsulations, OLLY Vitamins and Supplements, Swisse, and Garden of Life LLC. These companies are focusing on innovation, quality assurance, and expanding their product portfolios to meet changing consumer demands. They are also adopting strategies such as product launches, partnerships, and digital expansion to strengthen their market presence and maintain competitiveness in the industry.

The overall US functional wellness market size was 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 about the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain analytical insights into the topic. Participants in 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 US functional wellness market.

Reason to buy

Saves and reduces time required for identifying the market growth, size, leading players, and segments in the US Functional Wellness 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 US Functional Wellness 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 US Functional Wellness 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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