

Global Nutrition/Dietary Supplements Market (Vitamins & Sports Nutrition): Industry Analysis & Outlook (2016-2020)

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Abstracts

A nutrition supplement, which may also be termed as food supplement or dietary supplement, consists of vitamins, minerals, fibers, fatty acids, amino acids and other trace elements, meant for supplementing the diet and supply nutrients that may be absent in a person's diet or may not be consumed in sufficient quantities. Nutrition supplements can be taken in various forms such as in the form of pills, capsules, tablets, powder or in the form of liquids. Nutrition supplements can be majorly divided into segments including vitamins, minerals, meal replacements, sports nutrition, herbs and others. Each of the product categories has its own significance for the human body and deficiency of any these essential products can lead to diseases and disorders.

The key factors driving growth of the global nutrition supplement industry include rise in fitness club members, rising middle class population worldwide, growing ageing population and increasing obese population globally. Some of the noteworthy trends and developments of this industry include expected strong growth in sports nutrition segment, increased use of supplements for weight reduction and increasing E-Commerce sales.

The global and regional analysis of the nutrition supplement market along with a study of the global nutrition industry is presented in this report. The major regions covered in this report include the U.S., Asia-Pacific and Europe. The report also offers company profiles and business strategies of major nutrition supplement market players operating in the global marketplace.

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