

Dietary Supplements Market Size, Trends, Analysis, and Outlook By Ingredient (Vitamins, Botanicals, Minerals, Protein & Amino Acids, Fibers & Specialty Carbohydrates, Omega fatty Acids, Probiotics, Prebiotics & Postbiotics, Others), By Form (Tablets, Capsules, Soft gels, Powders, Gummies, Liquids, Others), By Application (Energy & Weight Management, General Health, Bone & Joint Health, Gastrointestinal Health, Immunity, Cardiac Health, Diabetes, Others), By Form (Adults, Geriatric, Pregnant Women, Children, Infants), By Type (OTC, Prescribed), By Distribution Channel (Online, Offline), by Country, Segment, and Companies, 2024-2032

https://marketpublishers.com/r/D5C2181CFBABEN.html

Date: October 2024 Pages: 190 Price: US\$ 3,980.00 (Single User License) ID: D5C2181CFBABEN

Abstracts

Dietary Supplements Market is projected to register a high CAGR from 2023 to 2030.

The dietary supplements market is booming as consumers become more healthconscious and look for ways to boost immunity, improve digestion, and enhance physical performance. Vitamins, minerals, and herbal supplements are in high demand, with trends toward clean-label, plant-based, and organic supplements. Personalized nutrition and supplements targeting specific health conditions are also growing.

Dietary Supplements Market Drivers, Trends, Opportunities, and Growth Opportunities



The comprehensive report presents unique market trends and challenges shaping the outlook for industry stakeholders. The Future of Dietary Supplements survey report provides the market size outlook across types, applications, and segments globally and regionally. It also offers data-driven insights and actionable recommendations for companies in the Dietary Supplements industry.

Key market trends defining the global Dietary Supplements demand in 2025 and Beyond

The Dietary Supplements industry remains an attractive hub for both domestic and global vendors. As we enter 2025, demand from end-user sectors, changes in consumption patterns, new product launches, and widening distribution channels will play major roles.

Dietary Supplements Market Segmentation- Industry Share, Market Size, and Outlook to 2032

Rising demand for diverse products and applications fuels the increased investments in niche segments. Leading companies focus on generating a large share of their future revenue growth by expanding into these niche segments. The report presents a market size outlook across segments, supporting companies scaling up production with a focus on potential countries.

Key strategies adopted by companies within the Dietary Supplements industry

Leading Dietary Supplements companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions. In particular, companies that leverage advanced technologies to achieve operational excellence are set to gain significant revenues. The report details the key strategies adopted by the top 10 Dietary Supplements companies.

Dietary Supplements Market Study- Strategic Analysis Review

The market research report dives deep into qualitative factors shaping the market, empowering you to make informed decisions.

- Industry Dynamics: Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.



- Strategic Insights: Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.

- Internal Strengths and Weaknesses: Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.

- Future Possibilities: Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

Dietary Supplements Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Dietary Supplements industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. With actual data for 2023, the report forecasts the market size outlook from 2024 to 2032 in three scenarios: low case, reference case, and high case.

Dietary Supplements Country Analysis and Revenue Outlook to 2032

The report analyzes 22 countries worldwide, including key driving forces and market size outlook from 2021 to 2032. Additionally, it includes region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America. For each region, the market size outlook by segments is forecast for 2032.

North America Dietary Supplements Market Size Outlook- Companies plan for focused investments in a changing environment

The US remains the market leader in North America, driven by a large consumer base, well-established providers, and strong infrastructure. Leading companies focus on new product launches in a changing environment. The US GDP is expected to grow from \$28,781.1 Billion in 2024 to \$36,621 Billion in 2030, driving demand for various Dietary Supplements market segments. Similarly, strong market demand encourages Canadian Dietary Supplements companies to invest in niche segments. Mexico's investment in technological advancements positions it for significant market expansion.

Europe Dietary Supplements Market Size Outlook- Companies investing in assessing consumers, categories, competitors, and capabilities.



The German Dietary Supplements industry remains the major market for companies in the European Dietary Supplements industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of vendors in identifying and leveraging new growth prospects positions the European Dietary Supplements market fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and addressing niche consumer segments.

Asia Pacific Dietary Supplements Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing pool of consumer base, robust consumption expenditure, and increasing investments in manufacturing drive the demand for Dietary Supplements in Asia Pacific. In particular, China, India, and South East Asian Dietary Supplements markets present a compelling outlook for 2032, attracting both domestic and multinational vendors seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate market changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major countries in the APAC region.

Latin America Dietary Supplements Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to higher purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Dietary Supplements Market Size Outlook- continues its upward trajectory across segments.

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Dietary Supplements market potential. Fuelled by increasing consumption expenditure of individuals and growing population drive the demand for Dietary Supplements.



Dietary Supplements Company Profiles

The global Dietary Supplements market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. The leading companies included in the study are Abbott Laboratories, American Health, Amway Corp, Archer Daniels Midland company, Bayer AG, DuPont de Nemours Inc, Glanbia plc, GlaxoSmithKline Plc, Good Health New Zealand, Herbalife Nutrition Ltd, Nature's Bounty, Nature's Sunshine Products Inc, NOW Foods, NU SKIN, Pfizer Inc, RBK Nutraceuticals Pty Ltd, XanGo LLC.

Recent Dietary Supplements Market Developments

The global Dietary Supplements market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

Dietary Supplements Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis



Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

Market Segmentation:

By Ingredient

Vitamins

Botanicals

Minerals

Protein & Amino Acids

Fibers & Specialty Carbohydrates

Omega fatty Acids

Probiotics

Prebiotics & Postbiotics

Others

By Form

Tablets

Capsules

Soft gels

Powders

Gummies



Liquids

Others

By ApplicationEnergy & Weight Management

General Health

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Others

By Form

Adults

Geriatric

Pregnant Women

Children

Infants

By Type

OTC

Prescribed

By Distribution Channel



Online

Offline

- -Hypermarkets/Supermarkets
- -Pharmacies/Drugstores
- -Specialty Stores
- -Practitioners

-Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Abbott Laboratories

American Health

Amway Corp

Archer Daniels Midland company

Bayer AG



DuPont de Nemours Inc

Glanbia plc

GlaxoSmithKline Plc

Good Health New Zealand

Herbalife Nutrition Ltd

Nature's Bounty

Nature's Sunshine Products Inc

NOW Foods

NU SKIN

Pfizer Inc

RBK Nutraceuticals Pty Ltd

XanGo LLC

Formats Available: Excel, PDF, and PPT



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- Protein & Amino Acids
- Fibers & Specialty Carbohydrates
- **Omega fatty Acids**
- Probiotics
- **Prebiotics & Postbiotics**
- Others
- Form
- Tablets
- Capsules
- Soft gels
- Powders
- Gummies
- Liquids
- Others
- ApplicationEnergy & Weight Management
- **General Health**
- Bone & Joint Health
- Gastrointestinal Health
- Immunity
- Cardiac Health
- Diabetes
- Others
- Form
- Adults
- Geriatric
- Pregnant Women



Children Infants Type OTC Prescribed Distribution Channel Online Offline -Hypermarkets/Supermarkets -Pharmacies/Drugstores -Specialty Stores -Specialty Stores -Practitioners -Others 6.3 Global Market Outlook by Region, 2021 to 2032

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Bone & Joint Health Gastrointestinal Health Immunity **Cardiac Health** Diabetes Others Form Adults Geriatric **Pregnant Women** Children Infants Type OTC Prescribed **Distribution Channel** Online Offline -Hypermarkets/Supermarkets -Pharmacies/Drugstores -Specialty Stores -Practitioners -Others 7.3 North America Market Outlook by Country, 2021-2032 7.3.1 United States Dietary Supplements Market Size Forecast, 2021-2032 7.3.2 Canada Dietary Supplements Market Size Forecast, 2021-2032

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Probiotics **Prebiotics & Postbiotics** Others Form Tablets Capsules Soft gels Powders Gummies Liquids Others ApplicationEnergy & Weight Management General Health Bone & Joint Health Gastrointestinal Health Immunity **Cardiac Health** Diabetes Others Form Adults Geriatric **Pregnant Women** Children Infants Type OTC Prescribed **Distribution Channel** Online Offline -Hypermarkets/Supermarkets -Pharmacies/Drugstores -Specialty Stores -Practitioners -Others 8.3 Europe Market Outlook by Country, 2021-2032 8.3.1 Germany Dietary Supplements Market Size Forecast, 2021-2032 8.3.2 France Dietary Supplements Market Size Forecast, 2021-2032



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Vitamins

Botanicals

Minerals

- Protein & Amino Acids
- Fibers & Specialty Carbohydrates
- Omega fatty Acids

Probiotics

- Prebiotics & Postbiotics
- Others
- Form
- Tablets
- Capsules
- Soft gels
- Powders
- Gummies

Liquids

- Others
- ApplicationEnergy & Weight Management

General Health

- Bone & Joint Health
- Gastrointestinal Health
- Immunity
- Cardiac Health
- Diabetes
- Others
- Form
- Adults
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Pregnant Women Children Infants Type OTC Prescribed **Distribution Channel** Online Offline -Hypermarkets/Supermarkets -Pharmacies/Drugstores -Specialty Stores -Practitioners -Others 9.3 Asia Pacific Market Outlook by Country, 2021-2032 9.3.1 China Dietary Supplements Market Size Forecast, 2021-2032 9.3.2 India Dietary Supplements Market Size Forecast, 2021-2032 9.3.3 Japan Dietary Supplements Market Size Forecast, 2021-2032 9.3.4 South Korea Dietary Supplements Market Size Forecast, 2021-2032 9.3.5 Australia Dietary Supplements Market Size Forecast, 2021-2032 9.3.6 South East Asia Dietary Supplements Market Size Forecast, 2021-2032 9.3.7 Rest of Asia Pacific Dietary Supplements Market Size Forecast, 2021-2032

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Probiotics & Postbiotics
Others
Form
Tablets



Capsules Soft gels Powders Gummies Liquids Others ApplicationEnergy & Weight Management **General Health** Bone & Joint Health Gastrointestinal Health Immunity Cardiac Health Diabetes Others Form Adults Geriatric **Pregnant Women** Children Infants Type OTC Prescribed **Distribution Channel** Online Offline -Hypermarkets/Supermarkets -Pharmacies/Drugstores -Specialty Stores -Practitioners -Others 10.3 South America Market Outlook by Country, 2021-2032 10.3.1 Brazil Dietary Supplements Market Size Forecast, 2021-2032 10.3.2 Argentina Dietary Supplements Market Size Forecast, 2021-2032

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