

Immune Health Supplements Market Size, Share, and Outlook, 2025 Report- By Form (Capsules and Pills, Powder, Liquid, Others), Ingredient (Vitamins, Minerals, Herbal Botanical Extracts, Probiotics, Others), Distribution Channel (Hypermarkets and Supermarkets, Pharmacies and drug stores, Online, Others), and Companies, 2021-2032

<https://marketpublishers.com/r/I48E46604E70EN.html>

Date: June 2025

Pages: 185

Price: US\$ 3,680.00 (Single User License)

ID: I48E46604E70EN

Abstracts

Immune Health Supplements Market Outlook

The global Immune Health Supplements market is expected to register a growth rate of 10.6% during the forecast period from \$31.8 Billion in 2024 to \$71.2 Billion in 2032. The Immune Health Supplements market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Immune Health Supplements segments across 22 countries from 2021 to 2032. Key segments in the report include By Form (Capsules and Pills, Powder, Liquid, Others), Ingredient (Vitamins, Minerals, Herbal Botanical Extracts, Probiotics, Others), Distribution Channel (Hypermarkets and Supermarkets, Pharmacies and drug stores, Online, Others). Over 70 tables and charts showcase findings from our latest survey report on Immune Health Supplements markets.

Immune Health Supplements Market Insights, 2025

The immune health supplements market in 2025 remains a critical segment in global

health and wellness industries, propelled by heightened consumer focus on immunity, especially post-pandemic. Supplements containing vitamins C and D, zinc, elderberry, echinacea, and probiotics dominate formulations, reflecting evidence-based approaches to immune support. Market innovation includes the integration of personalized nutrition platforms utilizing genetic and microbiome data to tailor immune-boosting regimens. The rising elderly population and increasing incidence of chronic diseases further underpin demand, as these groups are particularly motivated to strengthen immune resilience. Digital health ecosystems and direct-to-consumer e-commerce models facilitate product accessibility and consumer education. Regionally, North America and Europe continue to lead in market size, but Asia-Pacific is rapidly emerging due to increased health awareness and expanding middle-class populations. Regulatory bodies increasingly focus on substantiating health claims, encouraging manufacturers to invest in clinical trials and quality certifications to gain consumer trust.

Five Trends that will define global Immune Health Supplements market in 2025 and Beyond

A closer look at the multi-million global market for Immune Health Supplements identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Immune Health Supplements companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Immune Health Supplements industry?

The Immune Health Supplements sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Immune Health Supplements Market Segment Insights

The Immune Health Supplements industry presents strong offers across categories.

The analytical report offers forecasts of Immune Health Supplements industry performance across segments and countries. Key segments in the industry include By Form (Capsules and Pills, Powder, Liquid, Others), Ingredient (Vitamins, Minerals, Herbal Botanical Extracts, Probiotics, Others), Distribution Channel (Hypermarkets and Supermarkets, Pharmacies and drug stores, Online, Others). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Immune Health Supplements market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Immune Health Supplements industry ecosystem. It assists decision-makers in evaluating global Immune Health Supplements market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Immune Health Supplements industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios low growth, reference case, and high growth cases.

Asia Pacific Immune Health Supplements Market Analysis A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Immune Health Supplements Industry 2025 Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Immune Health Supplements with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Immune Health Supplements market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Immune Health Supplements market Insights Executives are most excited about opportunities for the US Immune Health Supplements industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Immune Health Supplements companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Immune Health Supplements market.

Latin American Immune Health Supplements market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Immune Health Supplements Markets New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Immune Health Supplements markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Immune Health Supplements markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Immune Health Supplements companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Pfizer Inc., Vital Nutrients Co., Thorne Research Inc., Integrative Therapeutics LLC, Pure Encapsulations LLC, Douglas Laboratories Inc., NOW Health Group Inc., Herbalife Nutrition Ltd., Nutramax Laboratories Consumer Care Inc., Blackmores Limited, Glanbia plc, Koninklijke DSM N.V., USANA Health Sciences, Inc., Bayer AG.

Immune Health Supplements Market Scope

Leading Segments

By Form

Capsules and Pills

Powder

Liquid

Others

By Ingredient

Vitamins

Minerals

Herbal Botanical Extracts

Probiotics

Others

By Distribution Channel

Hypermarkets and Supermarkets

Pharmacies and drug stores

Online

Others

Leading Companies

Pfizer Inc.

Vital Nutrients Co.

Thorne Research Inc.

Integrative Therapeutics LLC

Pure Encapsulations LLC

Douglas Laboratories Inc.

NOW Health Group Inc.

Herbalife Nutrition Ltd.

Nutramax Laboratories Consumer Care Inc.

Blackmores Limited

Glanbia plc

Koninklijke DSM N.V.

USANA Health Sciences, Inc.

Bayer AG

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and AfricaSaudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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By Form

Capsules and Pills

Powder

Liquid

Others

By Ingredient

Vitamins

Minerals

Herbal Botanical Extracts

Probiotics

Others

By Distribution Channel

Hypermarkets and Supermarkets

Pharmacies and drug stores

Online

Others

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Nutramax Laboratories Consumer Care Inc.
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Glanbia plc
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Bayer AG
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