

Immune Health Supplements Market Size, Trends, Analysis, and Outlook By Product (Vitamin and Mineral Supplements, Herbal Supplements, Probiotic Supplements , Others), By Form (Capsules, Tablets, Powder, Liquid, Gel, Softgels, Others), By Application (Hair growth, Gut health, Respiratory tract infection, Others), By Medication (Prescription based, Self-medication), By Distribution Channel (Pharmacies/Drug Stores, SuperMarkets and HyperMarkets, E-commerce, Others), by Region, Country, Segment, and Companies, 2024-2030

<https://marketpublishers.com/r/IFF46666B467EN.html>

Date: March 2024

Pages: 190

Price: US\$ 3,980.00 (Single User License)

ID: IFF46666B467EN

Abstracts

The global Immune Health Supplements market size is poised to register 10.66% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Immune Health Supplements market across By Product (Vitamin and Mineral Supplements, Herbal Supplements, Probiotic Supplements , Others), By Form (Capsules, Tablets, Powder, Liquid, Gel, Softgels, Others), By Application (Hair growth, Gut health, Respiratory tract infection, Others), By Medication (Prescription based, Self-medication), By Distribution Channel (Pharmacies/Drug Stores, SuperMarkets and HyperMarkets, E-commerce, Others).

The immune health supplements market is experiencing robust growth driven by increasing consumer awareness about preventive healthcare, rising demand for natural and organic immune support products, and expanding applications in boosting immunity

against infectious diseases and chronic conditions. Immune health supplements encompass a wide range of vitamins, minerals, botanicals, and probiotics known for their immune-modulating properties, making them popular choices for maintaining overall health and well-being. Factors such as the growing emphasis on proactive health management, rising incidence of immune-related disorders, and expanding consumer interest in preventive healthcare are driving market expansion. Additionally, advancements in nutritional science, increasing adoption of immune-boosting ingredients like vitamin C, zinc, and elderberry, and expanding distribution channels through e-commerce platforms and health food stores are further fueling market growth. Moreover, rising consumer spending on dietary supplements, growing prevalence of lifestyle-related diseases, and expanding aging population seeking immune support products are expected to drive market growth in the foreseeable future. Furthermore, collaborations between supplement manufacturers, healthcare professionals, and wellness experts, as well as efforts to develop personalized immune support formulations, enhance product efficacy and safety, and educate consumers about the importance of immune health, are likely to accelerate market expansion.

Immune Health Supplements Market Drivers, Trends, Opportunities, and Growth Opportunities

This comprehensive study discusses the latest trends and the most pressing challenges for industry players and investors. The Immune Health Supplements market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Immune Health Supplements survey report provides the market size outlook across types, applications, and other segments across the world and regions. It provides data-driven insights and actionable recommendations for companies in the Immune Health Supplements industry.

Key market trends defining the global Immune Health Supplements demand in 2024 and Beyond

The industry continues to remain an attractive hub for opportunities for both domestic and global vendors. As the market evolves, factors such as emerging market dynamics, demand from end-user sectors, a growing patient base, changes in consumption patterns, and widening distribution channels continue to play a major role.

Immune Health Supplements Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Immune Health Supplements industry comprises a wide range of segments and sub-segments. The rising demand for these product types and applications is supporting companies to increase their investment levels across niche segments. Accordingly, leading companies plan to generate a large share of their future revenue growth from expansion into these niche segments. The report presents the market size outlook across segments to support Immune Health Supplements companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

Key strategies adopted by companies within the Immune Health Supplements industry

Leading Immune Health Supplements companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions in key regions. Further, companies are leveraging advanced technologies to unlock opportunities and achieve operational excellence. The report provides key strategies opted for by the top 10 Immune Health Supplements companies.

Immune Health Supplements Market Study- Strategic Analysis Review

The Immune Health Supplements market research report dives deep into the 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.

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

The Immune Health Supplements industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. Further, with actual data for 2023, the report forecasts the market size outlook from 2024 to 2030 in three case scenarios- low case, reference case, and high case scenarios.

Immune Health Supplements Country Analysis and Revenue Outlook to 2030

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2030. In addition, region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America is included in the study. For each of the six regions, the market size outlook by segments is forecast for 2030.

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

The US continues to remain the market leader in North America, driven by a large consumer base, the presence of well-established providers, and a strong end-user industry demand. Leading companies focus on new product launches in the changing environment. The US economy is expected to grow in 2024 (around 2.2% growth in 2024), potentially driving demand for various Immune Health Supplements market segments. Similarly, Strong end-user demand is encouraging Canadian Immune Health Supplements companies to invest in niche segments. Further, as Mexico continues to strengthen its trade relations and invest in technological advancements, the Mexico Immune Health Supplements market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

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

The German industry remains the major market for companies in the European Immune Health 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 businesses in identifying and leveraging new growth prospects positions the European Immune Health Supplements market for an upward trajectory, fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and a keen understanding of consumer preferences.

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

The increasing prevalence of indications, robust healthcare expenditure, and increasing investments in healthcare infrastructure drive the demand for Immune Health Supplements in Asia Pacific. In particular, China, India, and South East Asian Immune Health Supplements markets present a compelling outlook for 2030, acting as a magnet for both domestic and multinational manufacturers 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 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 markets in the region.

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

Rising income levels contribute to greater 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 Immune Health 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 Immune Health Supplements market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Immune Health Supplements.

Immune Health Supplements Market Company Profiles

The global Immune Health 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. Leading companies included in the study are Abbott, American Health, Amway Corp, Boehringer Ingelheim International GmbH, Danone SA, GSK

PLC, Herbalife International Inc, Himalaya Food International Ltd, Nature's Bounty, Nestle S.A., Novartis AG, Sanofi, Sun Pharmaceutical Industries Ltd, Swisse Wellness Pty Ltd (Australia), Unilever

Recent Immune Health Supplements Market Developments

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

Immune Health Supplements Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2030 (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 Product

Vitamin and Mineral Supplements

-Vitamin C Supplements

-Vitamin D Supplements

-Vitamin B complex Supplements

-Multivitamins

-Selenium Supplements

-Zinc Supplements

-Others

Herbal Supplements

Probiotic Supplements

Others

By Form

Capsules

Tablets

Powder

Liquid

Gel

Softgels

Others

By Application

Hair growth

Gut health

Respiratory tract infection

Others

By Mode of Medication

Prescription based

Self-medication

By Distribution Channel

Pharmacies/Drug Stores

SuperMarkets and HyperMarkets

E-commerce

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

American Health

Amway Corp

Boehringer Ingelheim International GmbH

Danone SA

GSK PLC

Herbalife International Inc

Himalaya Food International Ltd

Nature's Bounty

Nestle S.A.

Novartis AG

Sanofi

Sun Pharmaceutical Industries Ltd

Swisse Wellness Pty Ltd (Australia)

Unilever

Formats Available: Excel, PDF, and PPT

Contents

1. EXECUTIVE SUMMARY

- 1.1 Immune Health Supplements Market Overview and Key Findings, 2024
- 1.2 Immune Health Supplements Market Size and Growth Outlook, 2021- 2030
- 1.3 Immune Health Supplements Market Growth Opportunities to 2030
- 1.4 Key Immune Health Supplements Market Trends and Challenges
 - 1.4.1 Immune Health Supplements Market Drivers and Trends
 - 1.4.2 Immune Health Supplements Market Challenges
- 1.5 Competitive Landscape and Key Players
- 1.6 Competitive Analysis- Growth Strategies Adopted by Leading Immune Health Supplements Companies

2. IMMUNE HEALTH SUPPLEMENTS MARKET SIZE OUTLOOK TO 2030

- 2.1 Immune Health Supplements Market Size Outlook, USD Million, 2021- 2030
- 2.2 Immune Health Supplements Incremental Market Growth Outlook, %, 2021- 2030
- 2.3 Segment Snapshot, 2024

3. IMMUNE HEALTH SUPPLEMENTS MARKET- STRATEGIC ANALYSIS REVIEW

- 3.1 Porter's Five Forces Analysis
 - * Threat of New Entrants
 - * Threat of Substitutes
 - * Intensity of Competitive Rivalry
 - * Bargaining Power of Buyers
 - * Bargaining Power of Suppliers
- 3.2 Value Chain Analysis
- 3.3 SWOT Analysis

4. IMMUNE HEALTH SUPPLEMENTS MARKET SEGMENTATION ANALYSIS AND OUTLOOK

- 4.1 Market Segmentation and Scope
- 4.2 Market Breakdown by Type, Application, and Other Segments, 2021-2030
 - By Product
 - Vitamin and Mineral Supplements
 - Vitamin C Supplements

- Vitamin D Supplements
- Vitamin B complex Supplements
- Multivitamins
- Selenium Supplements
- Zinc Supplements
- Others

Herbal Supplements

Probiotic Supplements

Others

By Form

Capsules

Tablets

Powder

Liquid

Gel

Softgels

Others

By Application

Hair growth

Gut health

Respiratory tract infection

Others

By Mode of Medication

Prescription based

Self-medication

By Distribution Channel

Pharmacies/Drug Stores

SuperMarkets and HyperMarkets

E-commerce

Others

4.3 Growth Prospects and Niche Opportunities, 2023- 2030

4.4 Regional comparison of Market Growth, CAGR, 2023-2030

5. REGION-WISE MARKET OUTLOOK TO 2030

5.1 Key Findings for Asia Pacific Immune Health Supplements Market, 2025

5.2 Asia Pacific Immune Health Supplements Market Size Outlook by Type, 2021- 2030

5.3 Asia Pacific Immune Health Supplements Market Size Outlook by Application, 2021-2030

- 5.4 Key Findings for Europe Immune Health Supplements Market, 2025
- 5.5 Europe Immune Health Supplements Market Size Outlook by Type, 2021- 2030
- 5.6 Europe Immune Health Supplements Market Size Outlook by Application, 2021-2030
- 5.7 Key Findings for North America Immune Health Supplements Market, 2025
- 5.8 North America Immune Health Supplements Market Size Outlook by Type, 2021-2030
- 5.9 North America Immune Health Supplements Market Size Outlook by Application, 2021- 2030
- 5.10 Key Findings for South America Immune Health Supplements Market, 2025
- 5.11 South America Pacific Immune Health Supplements Market Size Outlook by Type, 2021- 2030
- 5.12 South America Immune Health Supplements Market Size Outlook by Application, 2021- 2030
- 5.13 Key Findings for Middle East and Africa Immune Health Supplements Market, 2025
- 5.14 Middle East Africa Immune Health Supplements Market Size Outlook by Type, 2021- 2030
- 5.15 Middle East Africa Immune Health Supplements Market Size Outlook by Application, 2021- 2030

6. COUNTRY-WISE MARKET SIZE OUTLOOK TO 2030

- 6.1 US Immune Health Supplements Market Size Outlook and Revenue Growth Forecasts
- 6.2 US Immune Health Supplements Industry Drivers and Opportunities
- 6.3 Canada Market Size Outlook and Revenue Growth Forecasts
- 6.4 Canada Immune Health Supplements Industry Drivers and Opportunities
- 6.6 Mexico Market Size Outlook and Revenue Growth Forecasts
- 6.6 Mexico Immune Health Supplements Industry Drivers and Opportunities
- 6.7 Germany Market Size Outlook and Revenue Growth Forecasts
- 6.8 Germany Immune Health Supplements Industry Drivers and Opportunities
- 6.9 France Market Size Outlook and Revenue Growth Forecasts
- 6.10 France Immune Health Supplements Industry Drivers and Opportunities
- 6.11 UK Market Size Outlook and Revenue Growth Forecasts
- 6.12 UK Immune Health Supplements Industry Drivers and Opportunities
- 6.13 Spain Market Size Outlook and Revenue Growth Forecasts
- 6.14 Spain Immune Health Supplements Industry Drivers and Opportunities
- 6.16 Italy Market Size Outlook and Revenue Growth Forecasts

- 6.16 Italy Immune Health Supplements Industry Drivers and Opportunities
- 6.17 Rest of Europe Market Size Outlook and Revenue Growth Forecasts
- 6.18 Rest of Europe Immune Health Supplements Industry Drivers and Opportunities
- 6.19 China Market Size Outlook and Revenue Growth Forecasts
- 6.20 China Immune Health Supplements Industry Drivers and Opportunities
- 6.21 India Market Size Outlook and Revenue Growth Forecasts
- 6.22 India Immune Health Supplements Industry Drivers and Opportunities
- 6.23 Japan Market Size Outlook and Revenue Growth Forecasts
- 6.24 Japan Immune Health Supplements Industry Drivers and Opportunities
- 6.26 South Korea Market Size Outlook and Revenue Growth Forecasts
- 6.26 South Korea Immune Health Supplements Industry Drivers and Opportunities
- 6.27 Australia Market Size Outlook and Revenue Growth Forecasts
- 6.28 Australia Immune Health Supplements Industry Drivers and Opportunities
- 6.29 South East Asia Market Size Outlook and Revenue Growth Forecasts
- 6.30 South East Asia Immune Health Supplements Industry Drivers and Opportunities
- 6.31 Rest of Asia Pacific Market Size Outlook and Revenue Growth Forecasts
- 6.32 Rest of Asia Pacific Immune Health Supplements Industry Drivers and Opportunities
- 6.33 Brazil Market Size Outlook and Revenue Growth Forecasts
- 6.34 Brazil Immune Health Supplements Industry Drivers and Opportunities
- 6.36 Argentina Market Size Outlook and Revenue Growth Forecasts
- 6.36 Argentina Immune Health Supplements Industry Drivers and Opportunities
- 6.37 Rest of South America Market Size Outlook and Revenue Growth Forecasts
- 6.38 Rest of South America Immune Health Supplements Industry Drivers and Opportunities
- 6.39 Middle East Market Size Outlook and Revenue Growth Forecasts
- 6.40 Middle East Immune Health Supplements Industry Drivers and Opportunities
- 6.41 Africa Market Size Outlook and Revenue Growth Forecasts
- 6.42 Africa Immune Health Supplements Industry Drivers and Opportunities

7. IMMUNE HEALTH SUPPLEMENTS MARKET OUTLOOK ACROSS SCENARIOS

- 7.1 Low Growth Case
- 7.2 Reference Growth Case
- 7.3 High Growth Case

8. IMMUNE HEALTH SUPPLEMENTS COMPANY PROFILES

- 8.1 Profiles of Leading Immune Health Supplements Companies in the Market

8.2 Business Descriptions, SWOT Analysis, and Growth Strategies

8.3 Financial Performance and Key Metrics

Abbott

American Health

Amway Corp

Boehringer Ingelheim International GmbH

Danone SA

GSK PLC

Herbalife International Inc

Himalaya Food International Ltd

Nature's Bounty

Nestle S.A.

Novartis AG

Sanofi

Sun Pharmaceutical Industries Ltd

Swisse Wellness Pty Ltd (Australia)

Unilever

9. APPENDIX

9.1 Scope of the Report

9.2 Research Methodology and Data Sources

9.3 Glossary of Terms

9.4 Market Definitions

9.5 Contact Information

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