

# **Vegan Supplements Market Size, Trends, Analysis, and Outlook By Ingredient (Vitamins & Minerals, Protein Supplements, Omega-3 Fatty Acids, Others), By Form (Capsules, Tablets, Powders, Liquids, Others), By Distribution Channel (Offline, Online), by Region, Country, Segment, and Companies, 2024-2030**

<https://marketpublishers.com/r/VE4959207B8EEN.html>

Date: March 2024

Pages: 190

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

ID: VE4959207B8EEN

## **Abstracts**

The global Vegan Supplements market size is poised to register 9.58% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Vegan Supplements market across By Ingredient (Vitamins & Minerals, Protein Supplements, Omega-3 Fatty Acids, Others), By Form (Capsules, Tablets, Powders, Liquids, Others), By Distribution Channel (Offline, Online).

The Vegan Supplements Market is witnessing growth driven by increasing adoption of plant-based diets, growing awareness about health and environmental sustainability, and rising demand for vegan-friendly nutritional supplements. Vegan supplements are dietary supplements formulated without any animal-derived ingredients, catering to the nutritional needs of individuals following vegan lifestyles. Key trends include the development of plant-based protein powders, vitamins, and minerals sourced from algae, legumes, and other plant sources, the introduction of fortified and enriched vegan supplements to address specific nutritional deficiencies, and the customization of product formulations for different dietary preferences and health goals. Additionally, expanding vegan consumer demographics, increasing availability of vegan supplements in retail and online channels, and marketing initiatives promoting vegan-friendly brands contribute to market expansion.

## Vegan 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 Vegan Supplements market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Vegan 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 Vegan Supplements industry.

### Key market trends defining the global Vegan 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.

### Vegan Supplements Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Vegan 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 Vegan Supplements companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

### Key strategies adopted by companies within the Vegan Supplements industry

Leading Vegan 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 Vegan Supplements companies.

### Vegan Supplements Market Study- Strategic Analysis Review

The Vegan 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.

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

The Vegan 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.

### Vegan 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 Vegan 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 Vegan Supplements market segments. Similarly, Strong end-user demand is encouraging Canadian Vegan Supplements companies to invest in niche segments. Further, as Mexico continues to strengthen its trade relations and invest in technological advancements, the Mexico Vegan Supplements market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

Europe Vegan 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 Vegan 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 Vegan 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 Vegan 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 Vegan Supplements in Asia Pacific. In particular, China, India, and South East Asian Vegan 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 Vegan 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 Vegan 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 Vegan Supplements market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Vegan Supplements.

Vegan Supplements Market Company Profiles

The global Vegan 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 Biosteel Sports Nutrition, Garden of Life, Herba Life Nutritions, Holland & Barrett, Now Health Group Inc, Ora Organic, Swisse Wellness PTY LTD, Sylphar N.V. (Nutravita), Vanatari International GmbH, Vital Nutrients

Recent Vegan Supplements Market Developments

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

Vegan 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 Ingredient

Vitamins & Minerals

Protein Supplements

Omega-3 Fatty Acids

Others

By Form

Capsules

Tablets

Powders

Liquids

Others

By Distribution Channel

Offline

Online

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Biosteel Sports Nutrition

Garden of Life

Herba Life Nutritions

Holland & Barrett

Now Health Group Inc

Ora Organic

Swisse Wellness PTY LTD

Sylphar N.V. (Nutravita)

Vanatari International GmbH

Vital Nutrients

Formats Available: Excel, PDF, and PPT



## Contents

### 1. EXECUTIVE SUMMARY

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

### 2. VEGAN SUPPLEMENTS MARKET SIZE OUTLOOK TO 2030

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

### 3. VEGAN 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. VEGAN 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 Ingredient
    - Vitamins & Minerals
    - Protein Supplements
    - Omega-3 Fatty Acids

Others

By Form

Capsules

Tablets

Powders

Liquids

Others

By Distribution Channel

Offline

Online

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 Vegan Supplements Market, 2025

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

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

5.4 Key Findings for Europe Vegan Supplements Market, 2025

5.5 Europe Vegan Supplements Market Size Outlook by Type, 2021- 2030

5.6 Europe Vegan Supplements Market Size Outlook by Application, 2021- 2030

5.7 Key Findings for North America Vegan Supplements Market, 2025

5.8 North America Vegan Supplements Market Size Outlook by Type, 2021- 2030

5.9 North America Vegan Supplements Market Size Outlook by Application, 2021- 2030

5.10 Key Findings for South America Vegan Supplements Market, 2025

5.11 South America Pacific Vegan Supplements Market Size Outlook by Type, 2021- 2030

5.12 South America Vegan Supplements Market Size Outlook by Application, 2021- 2030

5.13 Key Findings for Middle East and Africa Vegan Supplements Market, 2025

5.14 Middle East Africa Vegan Supplements Market Size Outlook by Type, 2021- 2030

5.15 Middle East Africa Vegan Supplements Market Size Outlook by Application, 2021- 2030

## **6. COUNTRY-WISE MARKET SIZE OUTLOOK TO 2030**

6.1 US Vegan Supplements Market Size Outlook and Revenue Growth Forecasts

6.2 US Vegan Supplements Industry Drivers and Opportunities

6.3 Canada Market Size Outlook and Revenue Growth Forecasts

- 6.4 Canada Vegan Supplements Industry Drivers and Opportunities
- 6.6 Mexico Market Size Outlook and Revenue Growth Forecasts
- 6.6 Mexico Vegan Supplements Industry Drivers and Opportunities
- 6.7 Germany Market Size Outlook and Revenue Growth Forecasts
- 6.8 Germany Vegan Supplements Industry Drivers and Opportunities
- 6.9 France Market Size Outlook and Revenue Growth Forecasts
- 6.10 France Vegan Supplements Industry Drivers and Opportunities
- 6.11 UK Market Size Outlook and Revenue Growth Forecasts
- 6.12 UK Vegan Supplements Industry Drivers and Opportunities
- 6.13 Spain Market Size Outlook and Revenue Growth Forecasts
- 6.14 Spain Vegan Supplements Industry Drivers and Opportunities
- 6.16 Italy Market Size Outlook and Revenue Growth Forecasts
- 6.16 Italy Vegan Supplements Industry Drivers and Opportunities
- 6.17 Rest of Europe Market Size Outlook and Revenue Growth Forecasts
- 6.18 Rest of Europe Vegan Supplements Industry Drivers and Opportunities
- 6.19 China Market Size Outlook and Revenue Growth Forecasts
- 6.20 China Vegan Supplements Industry Drivers and Opportunities
- 6.21 India Market Size Outlook and Revenue Growth Forecasts
- 6.22 India Vegan Supplements Industry Drivers and Opportunities
- 6.23 Japan Market Size Outlook and Revenue Growth Forecasts
- 6.24 Japan Vegan Supplements Industry Drivers and Opportunities
- 6.26 South Korea Market Size Outlook and Revenue Growth Forecasts
- 6.26 South Korea Vegan Supplements Industry Drivers and Opportunities
- 6.27 Australia Market Size Outlook and Revenue Growth Forecasts
- 6.28 Australia Vegan Supplements Industry Drivers and Opportunities
- 6.29 South East Asia Market Size Outlook and Revenue Growth Forecasts
- 6.30 South East Asia Vegan Supplements Industry Drivers and Opportunities
- 6.31 Rest of Asia Pacific Market Size Outlook and Revenue Growth Forecasts
- 6.32 Rest of Asia Pacific Vegan Supplements Industry Drivers and Opportunities
- 6.33 Brazil Market Size Outlook and Revenue Growth Forecasts
- 6.34 Brazil Vegan Supplements Industry Drivers and Opportunities
- 6.36 Argentina Market Size Outlook and Revenue Growth Forecasts
- 6.36 Argentina Vegan Supplements Industry Drivers and Opportunities
- 6.37 Rest of South America Market Size Outlook and Revenue Growth Forecasts
- 6.38 Rest of South America Vegan Supplements Industry Drivers and Opportunities
- 6.39 Middle East Market Size Outlook and Revenue Growth Forecasts
- 6.40 Middle East Vegan Supplements Industry Drivers and Opportunities
- 6.41 Africa Market Size Outlook and Revenue Growth Forecasts
- 6.42 Africa Vegan Supplements Industry Drivers and Opportunities

## **7. VEGAN SUPPLEMENTS MARKET OUTLOOK ACROSS SCENARIOS**

7.1 Low Growth Case

7.2 Reference Growth Case

7.3 High Growth Case

## **8. VEGAN SUPPLEMENTS COMPANY PROFILES**

8.1 Profiles of Leading Vegan Supplements Companies in the Market

8.2 Business Descriptions, SWOT Analysis, and Growth Strategies

8.3 Financial Performance and Key Metrics

Biosteel Sports Nutrition

Garden of Life

Herba Life Nutritions

Holland & Barrett

Now Health Group Inc

Ora Organic

Swisse Wellness PTY LTD

Sylphar N.V. (Nutravita)

Vanatari International GmbH

Vital Nutrients

## **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

## I would like to order

Product name: Vegan Supplements Market Size, Trends, Analysis, and Outlook By Ingredient (Vitamins & Minerals, Protein Supplements, Omega-3 Fatty Acids, Others), By Form (Capsules, Tablets, Powders, Liquids, Others), By Distribution Channel (Offline, Online), by Region, Country, Segment, and Companies, 2024-2030

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