

# **Women's Health and Beauty Supplements Market Size, Trends, Analysis, and Outlook By Product (Vitamins, Mineral, Enzymes, Botanicals, Proteins, Omega - 3, Probiotics, Others), By Application (Beauty, -Skin Care, -Nail Care, -Hair Care, -Others, Women's Health), By Age group (Age 15 - 30, Age 31 - 50, Age 51 - 70, Above Age 70), By Consumer Group (Prenatal, Postnatal, PMS, Perimenopause, Postmenopause, Others), By Sales Channel (Online, Direct Sales, Pharmacies/Drug Stores, Others), by Region, Country, Segment, and Companies, 2024-2030**

<https://marketpublishers.com/r/W0A712F85753EN.html>

Date: March 2024

Pages: 190

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

ID: W0A712F85753EN

## **Abstracts**

The global Women's Health and Beauty Supplements market size is poised to register 5.77% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Women's Health and Beauty Supplements market across By Product (Vitamins, Mineral, Enzymes, Botanicals, Proteins, Omega - 3, Probiotics, Others), By Application (Beauty, -Skin Care, -Nail Care, -Hair Care, -Others, Women's Health), By Age group (Age 15 - 30, Age 31 - 50, Age 51 - 70, Above Age 70), By Consumer Group (Prenatal, Postnatal, PMS, Perimenopause, Postmenopause, Others), By Sales Channel (Online, Direct Sales, Pharmacies/Drug Stores, Others).

The Women's Health and Beauty Supplements Market is experiencing growth driven by the rising demand for beauty and wellness products targeting women's specific health concerns and aesthetic goals. Key trends shaping its future include the development of

dietary supplements containing vitamins, minerals, and botanical extracts for skin health, hair growth, and hormonal balance, the incorporation of Women's Health and Beauty Supplements peptides and antioxidants for anti-aging and skin rejuvenation effects, and the expansion of product portfolios to include prenatal vitamins, menopause support, and fertility enhancement supplements. Moreover, factors such as the increasing emphasis on self-care and holistic wellness among women and the influence of social media and celebrity endorsements on beauty trends are expected to drive market growth in 2024 and beyond.

## Women's Health and Beauty 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 Women's Health and Beauty Supplements market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Women's Health and Beauty 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 Women's Health and Beauty Supplements industry.

## Key market trends defining the global Women's Health and Beauty 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.

## Women's Health and Beauty Supplements Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Women's Health and Beauty 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 Women's Health and Beauty Supplements companies scaling up production in these sub-segments with a focus on

expanding into emerging countries.

Key strategies adopted by companies within the Women's Health and Beauty Supplements industry

Leading Women's Health and Beauty 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 Women's Health and Beauty Supplements companies.

Women's Health and Beauty Supplements Market Study- Strategic Analysis Review

The Women's Health and Beauty 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.

Women's Health and Beauty Supplements Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Women's Health and Beauty 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.

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

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

#### Women's Health and Beauty Supplements Market Company Profiles

The global Women's Health and Beauty 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 Asahi Group Holdings Ltd, Bayer AG, Blackmores, BY-HEALTH Co. Ltd, FANCL Corp, GNC Holdings Inc, Herbalife International of America Inc, Nature's Bounty, Nestlé, Nu Skin Enterprise Inc, Pfizer Inc, Pharmavite LLC, Revital Ltd, Standard Foods Corp,

Suntory Holdings Ltd, Taisho Pharmaceutical Co. Ltd, The Himalaya Drug Company, USANA Health Sciences Inc, Vita Life Sciences

## Recent Women's Health and Beauty Supplements Market Developments

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

## Women's Health and Beauty 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

Vitamins

Mineral

Enzymes

Botanicals

Proteins

Omega - 3

Probiotics

Others

By Application

Beauty

-Skin Care

-Nail Care

-Hair Care

-Others

Women's Health

By Age Group

Age 15 - 30

Age 31 - 50

Age 51 - 70

Above Age 70

By Consumer Group

Prenatal

Postnatal

PMS

Perimenopause

Postmenopause

Others

By Sales Channel

Online

Direct Sales

Pharmacies/Drug Stores

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)



## Companies

Asahi Group Holdings Ltd

Bayer AG

Blackmores

BY-HEALTH Co. Ltd

FANCL Corp

GNC Holdings Inc

Herbalife International of America Inc

Nature's Bounty

Nestl?

Nu Skin Enterprise Inc

Pfizer Inc

Pharmavite LLC

Revital Ltd

Standard Foods Corp

Suntory Holdings Ltd

Taisho Pharmaceutical Co. Ltd

The Himalaya Drug Company

USANA Health Sciences Inc

Vita Life Sciences

Formats Available: Excel, PDF, and PPT

## Contents

### **1. EXECUTIVE SUMMARY**

1.1 Women's Health and Beauty Supplements Market Overview and Key Findings, 2024

1.2 Women's Health and Beauty Supplements Market Size and Growth Outlook, 2021-2030

1.3 Women's Health and Beauty Supplements Market Growth Opportunities to 2030

1.4 Key Women's Health and Beauty Supplements Market Trends and Challenges

1.4.1 Women's Health and Beauty Supplements Market Drivers and Trends

1.4.2 Women's Health and Beauty Supplements Market Challenges

1.5 Competitive Landscape and Key Players

1.6 Competitive Analysis- Growth Strategies Adopted by Leading Women's Health and Beauty Supplements Companies

### **2. WOMEN'S HEALTH AND BEAUTY SUPPLEMENTS MARKET SIZE OUTLOOK TO 2030**

2.1 Women's Health and Beauty Supplements Market Size Outlook, USD Million, 2021-2030

2.2 Women's Health and Beauty Supplements Incremental Market Growth Outlook, %, 2021- 2030

2.3 Segment Snapshot, 2024

### **3. WOMEN'S HEALTH AND BEAUTY 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. WOMEN'S HEALTH AND BEAUTY 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

Vitamins

Mineral

Enzymes

Botanicals

Proteins

Omega -

Probiotics

Others

##### By Application

Beauty

-Skin Care

-Nail Care

-Hair Care

-Others

Women's Health

##### By Age Group

Age 15 -

Age 31 -

Age 51 -

Above Age

##### By Consumer Group

Prenatal

Postnatal

PMS

Perimenopause

Postmenopause

Others

##### By Sales Channel

Online

Direct Sales

Pharmacies/Drug Stores

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 Women's Health and Beauty Supplements Market, 2025

5.2 Asia Pacific Women's Health and Beauty Supplements Market Size Outlook by Type, 2021- 2030

5.3 Asia Pacific Women's Health and Beauty Supplements Market Size Outlook by Application, 2021- 2030

5.4 Key Findings for Europe Women's Health and Beauty Supplements Market, 2025

5.5 Europe Women's Health and Beauty Supplements Market Size Outlook by Type, 2021- 2030

5.6 Europe Women's Health and Beauty Supplements Market Size Outlook by Application, 2021- 2030

5.7 Key Findings for North America Women's Health and Beauty Supplements Market, 2025

5.8 North America Women's Health and Beauty Supplements Market Size Outlook by Type, 2021- 2030

5.9 North America Women's Health and Beauty Supplements Market Size Outlook by Application, 2021- 2030

5.10 Key Findings for South America Women's Health and Beauty Supplements Market, 2025

5.11 South America Pacific Women's Health and Beauty Supplements Market Size Outlook by Type, 2021- 2030

5.12 South America Women's Health and Beauty Supplements Market Size Outlook by Application, 2021- 2030

5.13 Key Findings for Middle East and Africa Women's Health and Beauty Supplements Market, 2025

5.14 Middle East Africa Women's Health and Beauty Supplements Market Size Outlook by Type, 2021- 2030

5.15 Middle East Africa Women's Health and Beauty Supplements Market Size Outlook by Application, 2021- 2030

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

6.1 US Women's Health and Beauty Supplements Market Size Outlook and Revenue Growth Forecasts

6.2 US Women's Health and Beauty Supplements Industry Drivers and Opportunities

6.3 Canada Market Size Outlook and Revenue Growth Forecasts

6.4 Canada Women's Health and Beauty Supplements Industry Drivers and

## Opportunities

6.6 Mexico Market Size Outlook and Revenue Growth Forecasts

6.6 Mexico Women's Health and Beauty Supplements Industry Drivers and Opportunities

6.7 Germany Market Size Outlook and Revenue Growth Forecasts

6.8 Germany Women's Health and Beauty Supplements Industry Drivers and Opportunities

6.9 France Market Size Outlook and Revenue Growth Forecasts

6.10 France Women's Health and Beauty Supplements Industry Drivers and Opportunities

6.11 UK Market Size Outlook and Revenue Growth Forecasts

6.12 UK Women's Health and Beauty Supplements Industry Drivers and Opportunities

6.13 Spain Market Size Outlook and Revenue Growth Forecasts

6.14 Spain Women's Health and Beauty Supplements Industry Drivers and Opportunities

6.16 Italy Market Size Outlook and Revenue Growth Forecasts

6.16 Italy Women's Health and Beauty Supplements Industry Drivers and Opportunities

6.17 Rest of Europe Market Size Outlook and Revenue Growth Forecasts

6.18 Rest of Europe Women's Health and Beauty Supplements Industry Drivers and Opportunities

6.19 China Market Size Outlook and Revenue Growth Forecasts

6.20 China Women's Health and Beauty Supplements Industry Drivers and Opportunities

6.21 India Market Size Outlook and Revenue Growth Forecasts

6.22 India Women's Health and Beauty Supplements Industry Drivers and Opportunities

6.23 Japan Market Size Outlook and Revenue Growth Forecasts

6.24 Japan Women's Health and Beauty Supplements Industry Drivers and Opportunities

6.26 South Korea Market Size Outlook and Revenue Growth Forecasts

6.26 South Korea Women's Health and Beauty Supplements Industry Drivers and Opportunities

6.27 Australia Market Size Outlook and Revenue Growth Forecasts

6.28 Australia Women's Health and Beauty Supplements Industry Drivers and Opportunities

6.29 South East Asia Market Size Outlook and Revenue Growth Forecasts

6.30 South East Asia Women's Health and Beauty Supplements Industry Drivers and Opportunities

6.31 Rest of Asia Pacific Market Size Outlook and Revenue Growth Forecasts

6.32 Rest of Asia Pacific Women's Health and Beauty Supplements Industry Drivers and Opportunities

6.33 Brazil Market Size Outlook and Revenue Growth Forecasts

6.34 Brazil Women's Health and Beauty Supplements Industry Drivers and Opportunities

6.36 Argentina Market Size Outlook and Revenue Growth Forecasts

6.36 Argentina Women's Health and Beauty Supplements Industry Drivers and Opportunities

6.37 Rest of South America Market Size Outlook and Revenue Growth Forecasts

6.38 Rest of South America Women's Health and Beauty Supplements Industry Drivers and Opportunities

6.39 Middle East Market Size Outlook and Revenue Growth Forecasts

6.40 Middle East Women's Health and Beauty Supplements Industry Drivers and Opportunities

6.41 Africa Market Size Outlook and Revenue Growth Forecasts

6.42 Africa Women's Health and Beauty Supplements Industry Drivers and Opportunities

## **7. WOMEN'S HEALTH AND BEAUTY SUPPLEMENTS MARKET OUTLOOK ACROSS SCENARIOS**

7.1 Low Growth Case

7.2 Reference Growth Case

7.3 High Growth Case

## **8. WOMEN'S HEALTH AND BEAUTY SUPPLEMENTS COMPANY PROFILES**

8.1 Profiles of Leading Women's Health and Beauty Supplements Companies in the Market

8.2 Business Descriptions, SWOT Analysis, and Growth Strategies

8.3 Financial Performance and Key Metrics

Asahi Group Holdings Ltd

Bayer AG

Blackmores

BY-HEALTH Co. Ltd

FANCL Corp

GNC Holdings Inc

Herbalife International of America Inc

Nature's Bounty

Nestl?  
Nu Skin Enterprise Inc  
Pfizer Inc  
Pharmavite LLC  
Revital Ltd  
Standard Foods Corp  
Suntory Holdings Ltd  
Taisho Pharmaceutical Co. Ltd  
The Himalaya Drug Company  
USANA Health Sciences Inc  
Vita Life Sciences

## **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: Women's Health and Beauty Supplements Market Size, Trends, Analysis, and Outlook By Product (Vitamins, Mineral, Enzymes, Botanicals, Proteins, Omega - 3, Probiotics, Others), By Application (Beauty, -Skin Care, -Nail Care, -Hair Care, -Others, Women's Health), By Age group (Age 15 - 30, Age 31 - 50, Age 51 - 70, Above Age 70), By Consumer Group (Prenatal, Postnatal, PMS, Perimenopause, Postmenopause, Others), By Sales Channel (Online, Direct Sales, Pharmacies/Drug Stores, Others), by Region, Country, Segment, and Companies, 2024-2030

Product link: <https://marketpublishers.com/r/W0A712F85753EN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/W0A712F85753EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970