

# Dietary Supplements Market Study

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Straits Research Pvt Ltd is a leading market research firm offering comprehensive insights on market demand, trends, growth prospects and regional analysis. With over 35 years of combined experience, we provide premium qualitative insights on consumer preferences, regulatory landscape, and technological advancements along with quantitative insights on industry market size, global economic scenario and revenue opportunities. These reports are backed by high-quality data sourced from primary sources and large secondary databases. With analyst perspectives and insights included in every report, Straits Research delivers comprehensive market intelligence and detailed analysis to help clients make informed decisions.

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Amway Corporation

Abbott Nutrition

Nestle

Herbalife International of America, Inc.

Glanbia plc

PepsiCo

Clif Bar & Company

Science in Sports

TheHut.com Ltd.

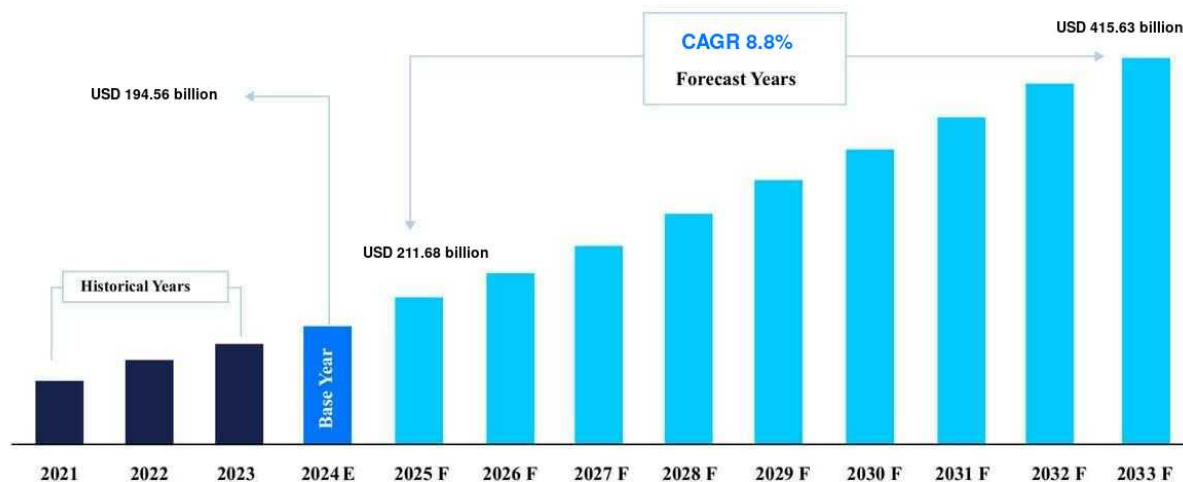
Cardiff Sports Nutrition Ltd

**Note:** More company profiles available on full reports.

## Top 5 Company Market Share



Top 5 company market share



Source: Straits Research

## Emerging Countries

United States

Germany

China

## Emerging Companies

Amway Corporation

Abbott Nutrition

Nestle

# Market Trends

## Growth Trends

- Increasing consumer awareness about preventive healthcare
- Growth in the aging population and the need for dietary supplements to support health in the elderly
- Influence of social media and influencers on the promotion of dietary supplements
- Rise in the consumption of dietary supplements among young consumers
- Increase in the adoption of online sales channels for dietary supplements
- Increasing investment in research and development for new dietary supplement products
- Rising consumer demand for natural and organic dietary supplements

## Factors considered while calculating market size and share

- Existing consumer demand for dietary supplements
- Growth rate of the health and wellness industry
- Regulatory and policy environment for dietary supplements
- Number of active market players and their respective shares
- Trends in demographics and consumer behavior related to health and wellness
- Market penetration of dietary supplements in different regions
- Price trends and sales volume of dietary supplements

## Key Market Indicators

- GDP growth and disposable income level trends
- Healthcare expenditure data
- Changes in regulatory policies related to dietary supplements
- Data on the prevalence of lifestyle diseases
- Consumer sentiment and awareness towards health and wellness
- Rate of new product developments and innovations in the market
- E-commerce growth rates and online sales of dietary supplements
- Trends in the global population's age structure

## Strict regulations and compliance requirements

The dietary supplement sector is subject to strict regulations and compliance requirements, which can significantly limit market expansion. Regulatory organizations around the world have enacted a variety of rules and guidelines to ensure the safety, quality, and efficacy of dietary supplements, as well as to govern marketing claims and labeling methods. The Dietary Supplement Health and Education Act (DSHEA) governs dietary supplements in the United States, with the Food and Drug Administration (FDA) in charge. Manufacturers are obligated to follow Good Manufacturing Practices (GMPs), which establish tight requirements for quality control, labeling, and record-keeping.



# Market Trends

## Rising health consciousness and preventive care approach

In recent years, there has been a noticeable movement toward a more health-conscious and preventive approach to healthcare. Individuals are becoming more aware of the need to sustain good health through adequate nutrition and supplementation. This growing knowledge has increased the demand for dietary supplements as a way to fill nutritional gaps and promote overall health. For example, in the United States, the COVID-19 epidemic has increased the emphasis on preventative healthcare measures, such as the usage of nutritional supplements.

According to the Council for Responsible Nutrition (CRN), dietary supplement sales in the United States will reach USD 54.8 billion, representing a 7.5% increase over the previous year. Supplements such as vitamin C, zinc, and elderberry became popular as people sought to boost their immune systems during the pandemic. Similarly, in Asia-Pacific countries such as China and India, rising middle-class populations and rising disposable incomes have contributed to increased demand for dietary supplements.

## Personalized nutrition and customized supplement solutions

The growing trend of individualized nutrition creates a substantial opportunity for the global dietary supplement market. As customers become more conscious of their specific nutritional needs and health goals, there is a growing need for personalized supplement solutions that are tailored to individual preferences and requirements. Companies in the dietary supplement market have begun to capitalize on advances in fields such as nutrigenomics, which investigates the link between genes, nutrition, and health consequences.

Moreover, supplement businesses can provide individualized vitamin packs, formulations, and dosages based on an individual's genetic data, lifestyle circumstances, and personal preferences. This level of personalization not only improves the efficacy of dietary supplements but it also appeals to consumers who want a more personalized approach to their health and wellness. Personalized supplement solutions can boost consumer happiness and brand loyalty and provide a competitive advantage in the marketplace.

# Market Segments

## By Product

Vitamins account for 37-45% of the dietary supplements market, representing the largest share by product. This dominance is driven by their widespread use in promoting general wellness, enhancing immunity, and addressing aging-related health concerns.



Vitamins

37-45%

## By Form

By form, tablets make up 40-45% of the dietary supplements market, making them the most popular form due to their convenience, long shelf life, and ease of dosing.



Tablets

40-45%

## By Distribution Channel

Online retail is expected to account for XX% of the dietary supplements market in 2024, making it the leading distribution channel. The convenience of online shopping, broader product availability, and the increasing adoption of e-commerce fuels this growth.



Online Retail

XX%

# Regional Overview

## North America

The United States holds a 40-50% share of the global dietary supplements market, making it the largest consumer. This dominance is driven by high health awareness, a large and diverse consumer base, and continuous product innovations in areas such as vitamins, minerals, probiotics, and sports nutrition. Additionally, the growth of e-commerce and the increasing demand for personalized and preventive health products further contribute to the U.S. market leadership.



40-50%

United States Market Share

## Europe

Germany holds a 30-35% share of the global dietary supplements market, making it the largest market in Europe. This dominance is driven by the country's growing interest in herbal supplements, a strong focus on preventive health measures, and an increasing consumer demand for natural, clean-label products.



30-35%

Germany Market Share

## APAC

In the Asia-Pacific region, China leads the market with XX% share, driven by growing awareness around health supplements, particularly herbal and traditional products. The country's booming middle class is increasingly seeking wellness solutions, fueling the demand for dietary supplements.



XX%

China Market Share

# Regional Overview

## Middle East and Africa

In the Middle East & Africa, South Africa holds the largest share of the dietary supplements market, accounting for approximately XX% of the region's total market. This leadership is driven by a rising demand for immunity-boosting products and the growing adoption of health and wellness trends.



XX%

South Africa Market Share

## LATAM

In Latin America, Brazil is the largest market for dietary supplements, accounting for approximately XX% of the region's market share. The demand for supplements, particularly vitamins and minerals, is steadily increasing, driven by a growing population of health-conscious urban consumers. This trend reflects a broader shift toward wellness, as more people prioritize nutrition and preventive health solutions.



XX%

Brazil Market Share



# Company Profiles

Companies	Websites	Headquarters	Establisheds	Key Executives	Revenues
Amway Corporation	<a href="http://www.amway.com/">http://www.amway.com/</a>	Ada, Michigan, USA	1959	Milind Pant (CEO)	\$9.5 billion
Abbott Nutrition	<a href="http://www.abbott.com/">http://www.abbott.com/</a>	Abbott Park, Illinois, USA	1888	Robert Ford (CEO)	\$44 billion
Nestle	<a href="http://www.nestle.com/">http://www.nestle.com/</a>	Vevey, Switzerland	1867	Mark Schneider (CEO)	\$95.5 billion
Herbalife International of America, Inc.	<a href="http://www.herbalife.com/">http://www.herbalife.com/</a>	Los Angeles, California, USA	1980	John Agwunobi (CEO)	\$6.2 billion
Glanbia plc	<a href="http://www.glanbia.com/">http://www.glanbia.com/</a>	Kilkenny, Ireland	1997	Siobhán Talbot (CEO)	\$6.8 billion

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