

Europe Dietary Supplements Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 120 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The European dietary supplements market is projected to reach a CAGR of 5.49% during the forecast period (2022-2027).

Due to the COVID-19 pandemic, the dietary supplement industry in Europe has registered growth among the multiple pockets of consumers in the region, with a growing number showing more interest in overall health and wellness. For instance, the outbreak of the coronavirus pandemic in Poland in the early months of 2020 had a significant impact on the purchase patterns of the consumers in the country, which, in turn, translated to an increase in the volume of product sales. From February to March 2020, the highest sales increase was recorded for products from the health category, such as dietary supplements or OTC drugs in Poland.

Europeans perceive dietary supplements as products that improve health and wellness. The purchase of such products has thereby increased over the study period due to their reputation as a preventive measure for health disorders. Health professionals across the region have increasingly started recommending the consumption of dietary supplements to their patients to combat health challenges.

The region has been witnessing a higher demand for food supplement products containing vitamins and minerals over the past few years, and as a result, the regulations and laws concerning dietary supplements have given due preference to these products.

Europe Dietary Supplements Market Trends

Weight Loss Dietary Supplements are Capturing the Market

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com

The term "obesity" was traditionally recognized as an alarm to eat healthily and live actively. However, this has gradually taken the shape of malignancy across countries such as Malta, Hungary, the United Kingdom, and Germany, where the rate of obesity in the population has been escalating over the study period. The graveness of this issue can be understood by analyzing the countries with the lowest obesity rates in Europe and yet surpass the global average of obesity prevalence as laid out by the World Health Organization. As a result, obesity has become one of the greatest burdens on the healthcare sectors in a number of European countries. According to the Organisation for Economic Co-operation and Development (OECD), six places among the top ten economies with the greatest health expenditure on obesity are occupied by European countries. Rising awareness regarding the adverse impacts of obesity on health has been leading consumers to pivot their requirements toward natural ingredients and health products, wherein alternative medicines, particularly "supplements," have witnessed a steep growth over the past few years.

Italy Holds the Largest Market Share

The awareness regarding dietary supplements in Italy is high as 52% of Italian adults use supplements either as vitamins or minerals. Further, the growing aging population has been fueling the demand for dietary supplements, as they are perceived to help prevent or overcome health conditions. Furthermore, according to FederSalus, consumers in the country have been turning their attention toward supplements as a preventative measure and to maintain their health since the onset of the COVID-19 pandemic. Thus, the sales of dietary supplements such as vitamin C witnessed a growth of 237.8% in the first quarter of 2020 compared to 2019. Additionally, the sales of supplements for sleep and relaxation increased by 26.6% in the first quarter of 2020 compared to the previous year.

Europe Dietary Supplements Market Competitor Analysis

The major players in the European Dietary Supplements market include Amway, Glaxosmithkline PLC, Reckitt Benckiser Group PLC, and NutraHealth PLC. The major players in the market have been focusing on product innovations to expand their presence in the market, enhance their brand portfolio, and cater to the various preferences of consumers. These companies have also been increasing their investments in research and development (R&D) to gain a competitive edge.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

Table of Contents:

1 INTRODUCTION

- 1.1 Study Deliverables and Study Assumptions
- 1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

- 4.1 Market Drivers
- 4.2 Market Restraints
- 4.3 Porter's Five Forces Analysis
 - 4.3.1 Threat of New Entrants

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 4.3.2 Bargaining Power of Buyers/Consumers
- 4.3.3 Bargaining Power of Suppliers
- 4.3.4 Threat of Substitute Products
- 4.3.5 Intensity of Competitive Rivalry

5 MARKET SEGMENTATION

- 5.1 By Type
 - 5.1.1 Vitamins
 - 5.1.2 Minerals
 - 5.1.3 Herbal Supplements
 - 5.1.4 Proteins and Amino Acids
 - 5.1.5 Fatty Acids
 - 5.1.6 Probiotics
 - 5.1.7 Other Types
- 5.2 By Distribution Channel
 - 5.2.1 Pharmacies and Drug Stores
 - 5.2.2 Supermarkets and Hypermarkets
 - 5.2.3 Online Channels
 - 5.2.4 Other Distribution Channels
- 5.3 Country
 - 5.3.1 Spain
 - 5.3.2 United Kingdom
 - 5.3.3 Germany
 - 5.3.4 France
 - 5.3.5 Italy
 - 5.3.6 Russia
 - 5.3.7 Rest of Europe

6 COMPETITIVE LANDSCAPE

- 6.1 Most Active Companies
- 6.2 Most Adopted Strategies
- 6.3 Market Share Analysis
- 6.4 Company Profiles
 - 6.4.1 Amway Corp.
 - 6.4.2 Glanbia PLC
 - 6.4.3 Glaxosmithkline PLC
 - 6.4.4 Abbott
 - 6.4.5 Reckitt Benckiser Group PLC
 - 6.4.6 Gnc Holdings Inc.
 - 6.4.7 Bayer AG
 - 6.4.8 Procter & Gamble
 - 6.4.9 Nature's Bounty
 - 6.4.10 NutraHealth PLC

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

8 IMPACT OF COVID-19 ON THE MARKET

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Europe Dietary Supplements Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 120 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-01"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

