

## **Bone and Joint Health Supplements Market - Growth, Trends, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 110 pages | Mordor Intelligence

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### **Report description:**

The Global Bone and Joint Health Supplements Market are projected to grow at a CAGR of 6.6% over the next five years.

Consumers' desire for self-care is fueling the growth of bone and joint supplements. Customers were stepping out more during the lockdown and hunting for these things. Therefore the category grew. As more people stay home, they are increasingly concerned about their health. The aging population across countries such as Japan and Germany, among others, is among the critical demographics expected to propel the demand further. The aging population is aspiring for ease of movement and joint comfort, which has substantially pushed the market studied. This trend is certainly continuing, with the rise of more specific, cleaner, and free-from-label bone and joint health supplements, as an indicator of the popularity and acceptance of natural products. The senior population of conscious of composition ingredients' also seeking aged plant-based herbal ingredients, such as turmeric, is, and tart cherry, in contrast to animal-derived ingredients, such as glucosamine and chondroitin, driving the demand for herbal/natural bone and joint health supplements. Women are more prone to calcium deficiency, which results in brittle and weak bones and joints. Calcium supplements Boswellia can potentially reduce the adverse effects of calcium deficiency in women, like hypertensive conditions during pregnancy, which are concurrent with a vast number of maternal deaths and considerable risk of prehaveinfant birth infants. Thus, it is mainly recommended by medical practitioners for women to consume calcium supplements after menopause and during pregnancy. WHO and the Food and Agriculture Organization of the United Nations (FAO) have recommended a calcium intake of 1200 mg/day for pregnant ladies. Consequently, supplement consumption serves the growth of the calcium supplement market.

Over the past years, the sports and fitness industry has witnessed significant participation from the millennials addressing the need for active lifestyles regularly. This segment of demographics is anticipated to scale the demand for bone and joint supplements since most of the prescribed supplements result from undertaking steps toward a preventive measure.

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## Bone & Joint Health Supplements Market Trends

### Significant Volume of Demand Solely from the Ageing Population

The market studied primarily thrives on the aging population highly susceptible to bone injuries and fractures-the best target audience for worldwide bone and joint health supplement manufacturers. Arthritis is one of the most common autoimmune diseases faced by the global population. The rising number of patients with osteoporosis and rheumatoid arthritis is leading manufacturers to produce collagen-based candies, supplements, and drinks, which, when orally consumed, deliver good results. The aging process naturally makes consumers aware of their bone health. Maintaining a healthy lifestyle and preventing age-related bone diseases, particularly at an older age, is making consumers pay premium prices for these supplements, as they impart health benefits, targeting treatment of a specific segment of the human body.

Furthermore, the aging population is aspiring for ease of movement and joint comfort, which has substantially pushed the market studied. The World Health Organization (WHO) estimated that almost 22 million individuals in Europe and 14 million in the United States alone would have osteoporosis. According to the National Library of Medicine, in 2021, it was observed that more than 1033 million people had osteoporosis. These alarming figures have given significant momentum to the market studied.

### North America Holds the Largest Market Share

Healthcare expenditure in North America is rising every year, with advanced technology, advanced pharmacy distribution channel, better medical facilities, and a rise in the number of insured people. According to the Bureau of Labor Statistics, In the United States, the average value of health insurance in 2021 amounted to USD 3,703.61 per consumer unit, and the average expenditure on non-prescribed vitamins which included bone and joint health supplements like vitamin D and vitamin K in the United States has increased over the past few years. These factors are driving the bone and joint health supplements market in the country.

Moreover, calcium is one of the most in-demand supplements among women in North America, with a growing aged population, arthritis cases, and other bone and joint diseases. The huge mass of the aged population and youth population has been seeking supplements including bone and joint health supplements either to cure/ maintain bone and joint health have been driving the market. According to World Bank data, in 2021, 17.04 percent of the population was over 65 years old, while 64.72 percent of people were between the ages of 15 and 64. The vast demand for dietary supplements in general, including bone and joint health supplements, makes North America a frontrunner in the bone and joint health supplements market.

Besides this, high consumption of processed food that is low in nutrition necessitates the use of supplements to prevent bone and joint disorders in old age. This impels the growth of the bone and joint health supplements market in the region.

### Bone & Joint Health Supplements Market Competitor Analysis

The bone and joint health supplements market is expected to be highly competitive in the future, owing to the increasing demand for these supplements across various age groups to prevent early bone disorders. North America dominates the global bone and joint health supplements market, followed by Europe. The major players in this segment are Amway Corp., BIOSTIME NUTRITION (Swisse Wellness PTY LTD), Nature's Bounty, Inc., The Procter & Gamble Company, and Reckitt Benckiser Group Plc.

### Additional Benefits:

The market estimate (ME) sheet in Excel format

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