

## **North America Dietary Supplements Market Report and Forecast 2024-2032**

Market Report | 2023-12-12 | 174 pages | EMR Inc.

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### **Report description:**

North America Dietary Supplements Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the North America dietary supplements market grew significantly in 2023. Aided by the escalating health consciousness among the population and the burgeoning demand for wellness products, the market is projected to further grow at a CAGR of 5.70% between 2024 and 2032.

Dietary supplements encompass a broad spectrum of products from vitamins, minerals, herbs, amino acids to enzymes. Recognised for their potential to fortify, enhance diet, and provide health benefits, they are commonly consumed in pill, capsule, tablet, or liquid forms. In North America, particularly in the United States and Canada, they have woven their way into daily lifestyles, with a considerable chunk of the population relying on them for improved health and prevention of certain diseases. The proliferation of health and wellness trends in this region primarily propels the North America dietary supplements market growth. With burgeoning issues like obesity, diabetes, and cardiovascular diseases, the populace has become increasingly aware of the benefits of a balanced diet and the role of supplements in achieving this balance. The demographic shift, characterised by an aging population, especially in the U.S., has also catapulted the demand for dietary supplements. The elderly often require supplementary nutrition to combat age-related issues and diseases, further amplifying the North America dietary supplements market demand.

Athletes, fitness aficionados, and even the general working populace are exhibiting heightened inclinations towards protein supplements, multivitamins, and omega fatty acids, recognising their benefits in muscle building, energy boost, and overall well-being. This paradigm shift towards preventive healthcare measures is significantly contributing to the market's vigour. The pharmaceutical and nutraceutical industries are contributing towards the North America dietary supplements market growth significantly. With incessant research and development and innovations, these industries are persistently launching advanced products tailored to specific health needs. For instance, probiotics for gut health, antioxidants for immunity, and collagen supplements for skin and joints have witnessed surging popularity in recent times.

However, it is not just about health. The beauty and cosmetics industry in North America has also interwoven the concept of 'beauty from within'. There is a rising trend of supplements promoting better skin, hair, and nails, emphasising the holistic approach of beauty and wellness.

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Furthermore, the technological innovations are ushering in personalised supplement regimes, leveraging AI and detailed health analytics. This bespoke approach, tailored to individual health needs and goals, is anticipated to pose a positive impact on the North America dietary supplements market outlook. Additionally, the direct-to-consumer model, propelled by e-commerce and digital platforms, offers brands a unique advantage, connecting them directly to their consumer base.

#### Market Segmentation

The market can be divided based on type, form, application, distribution channel, and country.

#### Market Breakup by Type

- Vitamins
- Minerals
- Botanicals
- Enzymes
- Fatty Acids
- Proteins
- Others

#### Market Breakup by Form

- Soft Gels
- Capsules
- Tablets
- Powder
- Gummies
- Liquids
- Others

#### Market Breakup by Application

- General Health
- Energy and Weight Management
- Gastrointestinal Health
- Bone and Joint Health
- Immunity
- Cardiac Arrest
- Diabetes
- Anti-Cancer
- Others

#### Market Breakup by Distribution Channel

- Offline
  - o□Pharmacy
  - o□Supermarket and Hypermarkets
  - o□Others
- Online

#### Market Breakup by Country

- United States of America
- Canada

#### Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the North America dietary supplements market. Some of the major players explored in the report by Expert Market Research are as follows:

- Amway Corp.
- Glanbia plc

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- Abbott
- Bayer AG
- Pfizer Inc.
- Nu Skin Enterprises Inc
- GlaxoSmithKline plc
- Archer Daniels Midland Company
- Herbalife International of America, Inc.
- Nature's Sunshine Products, Inc.
- Others

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Don't miss the opportunity to elevate your business intelligence and strengthen your strategic planning. Secure your organisation's future success by acquiring one of our Expert Market Research reports today.

\*We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only indicative and may be different from the actual report.

#### Table of Contents:

- 1 Preface
- 2 Report Coverage - Key Segmentation and Scope
- 3 Report Description
  - 3.1 Market Definition and Outlook
  - 3.2 Properties and Applications
  - 3.3 Market Analysis
  - 3.4 Key Players
- 4 Key Assumptions
- 5 Executive Summary
  - 5.1 Overview
  - 5.2 Key Drivers
  - 5.3 Key Developments
  - 5.4 Competitive Structure
  - 5.5 Key Industrial Trends
- 6 Market Snapshot
  - 6.1 North America
  - 6.2 Country
- 7 Opportunities and Challenges in the Market
- 8 North America Dietary Supplements Market Analysis
  - 8.1 Key Industry Highlights
  - 8.2 North America Dietary Supplements Historical Market (2018-2023)
  - 8.3 North America Dietary Supplements Market Forecast (2024-2032)
  - 8.4 North America Dietary Supplements Market by Type
    - 8.4.1 Vitamins

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- 8.4.1.1 Market Share
  - 8.4.1.2 Historical Trend (2018-2023)
  - 8.4.1.3 Forecast Trend (2024-2032)
- 8.4.2 Minerals
  - 8.4.2.1 Market Share
  - 8.4.2.2 Historical Trend (2018-2023)
  - 8.4.2.3 Forecast Trend (2024-2032)
- 8.4.3 Botanicals
  - 8.4.3.1 Market Share
  - 8.4.3.2 Historical Trend (2018-2023)
  - 8.4.3.3 Forecast Trend (2024-2032)
- 8.4.4 Enzymes
  - 8.4.4.1 Market Share
  - 8.4.4.2 Historical Trend (2018-2023)
  - 8.4.4.3 Forecast Trend (2024-2032)
- 8.4.5 Fatty Acids
  - 8.4.5.1 Market Share
  - 8.4.5.2 Historical Trend (2018-2023)
  - 8.4.5.3 Forecast Trend (2024-2032)
- 8.4.6 Proteins
  - 8.4.6.1 Market Share
  - 8.4.6.2 Historical Trend (2018-2023)
  - 8.4.6.3 Forecast Trend (2024-2032)
- 8.4.7 Others
- 8.5 North America Dietary Supplements Market by Form
  - 8.5.1 Soft Gels
    - 8.5.1.1 Market Share
    - 8.5.1.2 Historical Trend (2018-2023)
    - 8.5.1.3 Forecast Trend (2024-2032)
  - 8.5.2 Capsules
    - 8.5.2.1 Market Share
    - 8.5.2.2 Historical Trend (2018-2023)
    - 8.5.2.3 Forecast Trend (2024-2032)
  - 8.5.3 Tablets
    - 8.5.3.1 Market Share
    - 8.5.3.2 Historical Trend (2018-2023)
    - 8.5.3.3 Forecast Trend (2024-2032)
  - 8.5.4 Powder
    - 8.5.4.1 Market Share
    - 8.5.4.2 Historical Trend (2018-2023)
    - 8.5.4.3 Forecast Trend (2024-2032)
  - 8.5.5 Gummies
    - 8.5.5.1 Market Share
    - 8.5.5.2 Historical Trend (2018-2023)
    - 8.5.5.3 Forecast Trend (2024-2032)
  - 8.5.6 Liquids
    - 8.5.6.1 Market Share

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- 8.5.6.2 Historical Trend (2018-2023)
  - 8.5.6.3 Forecast Trend (2024-2032)
- 8.5.7 Others
- 8.6 North America Dietary Supplements Market by Application
  - 8.6.1 General Health
    - 8.6.1.1 Market Share
    - 8.6.1.2 Historical Trend (2018-2023)
    - 8.6.1.3 Forecast Trend (2024-2032)
  - 8.6.2 Energy and Weight Management
    - 8.6.2.1 Market Share
    - 8.6.2.2 Historical Trend (2018-2023)
    - 8.6.2.3 Forecast Trend (2024-2032)
  - 8.6.3 Gastrointestinal Health
    - 8.6.3.1 Market Share
    - 8.6.3.2 Historical Trend (2018-2023)
    - 8.6.3.3 Forecast Trend (2024-2032)
  - 8.6.4 Bone and Joint Health
    - 8.6.4.1 Market Share
    - 8.6.4.2 Historical Trend (2018-2023)
    - 8.6.4.3 Forecast Trend (2024-2032)
  - 8.6.5 Immunity
    - 8.6.5.1 Market Share
    - 8.6.5.2 Historical Trend (2018-2023)
    - 8.6.5.3 Forecast Trend (2024-2032)
  - 8.6.6 Cardiac Arrest
    - 8.6.6.1 Market Share
    - 8.6.6.2 Historical Trend (2018-2023)
    - 8.6.6.3 Forecast Trend (2024-2032)
  - 8.6.7 Diabetes
    - 8.6.7.1 Market Share
    - 8.6.7.2 Historical Trend (2018-2023)
    - 8.6.7.3 Forecast Trend (2024-2032)
  - 8.6.8 Anti-Cancer
    - 8.6.8.1 Market Share
    - 8.6.8.2 Historical Trend (2018-2023)
    - 8.6.8.3 Forecast Trend (2024-2032)
  - 8.6.9 Others
- 8.7 North America Dietary Supplements Market by Distribution Channel
  - 8.7.1 Offline
    - 8.7.1.1 Market Share
    - 8.7.1.2 Historical Trend (2018-2023)
    - 8.7.1.3 Forecast Trend (2024-2032)
    - 8.7.1.4 Breakup by Type
      - 8.7.1.4.1 Pharmacy
      - 8.7.1.4.2 Supermarket and Hypermarkets
      - 8.7.1.4.3 Others
  - 8.7.2 Online

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- 8.7.2.1 Market Share
  - 8.7.2.2 Historical Trend (2018-2023)
  - 8.7.2.3 Forecast Trend (2024-2032)
- 8.8 North America Dietary Supplements Market by Country
  - 8.8.1 United States of America
    - 8.8.1.1 Market Share
    - 8.8.1.2 Historical Trend (2018-2023)
    - 8.8.1.3 Forecast Trend (2024-2032)
  - 8.8.2 Canada
    - 8.8.2.1 Market Share
    - 8.8.2.2 Historical Trend (2018-2023)
    - 8.8.2.3 Forecast Trend (2024-2032)
- 9 Market Dynamics
  - 9.1 SWOT Analysis
    - 9.1.1 Strengths
    - 9.1.2 Weaknesses
    - 9.1.3 Opportunities
    - 9.1.4 Threats
  - 9.2 Porter's Five Forces Analysis
    - 9.2.1 Supplier's Power
    - 9.2.2 Buyer's Power
    - 9.2.3 Threat of New Entrants
    - 9.2.4 Degree of Rivalry
    - 9.2.5 Threat of Substitutes
  - 9.3 Key indicators for Demand
  - 9.4 Key indicators for Price
- 10 Value Chain Analysis
- 11 Competitive Landscape
  - 11.1 Market Structure
  - 11.2 Company Profiles
    - 11.2.1 Amway Corp.
      - 11.2.1.1 Company Overview
      - 11.2.1.2 Product Portfolio
      - 11.2.1.3 Demographic Reach and Achievements
      - 11.2.1.4 Certifications
    - 11.2.2 Glanbia plc
      - 11.2.2.1 Company Overview
      - 11.2.2.2 Product Portfolio
      - 11.2.2.3 Demographic Reach and Achievements
      - 11.2.2.4 Certifications
    - 11.2.3 Abbott
      - 11.2.3.1 Company Overview
      - 11.2.3.2 Product Portfolio
      - 11.2.3.3 Demographic Reach and Achievements
      - 11.2.3.4 Certifications
    - 11.2.4 Bayer AG
      - 11.2.4.1 Company Overview

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- 11.2.4.2 Product Portfolio
- 11.2.4.3 Demographic Reach and Achievements
- 11.2.4.4 Certifications
- 11.2.5 Pfizer Inc.
  - 11.2.5.1 Company Overview
  - 11.2.5.2 Product Portfolio
  - 11.2.5.3 Demographic Reach and Achievements
  - 11.2.5.4 Certifications
- 11.2.6 Nu Skin Enterprises Inc
  - 11.2.6.1 Company Overview
  - 11.2.6.2 Product Portfolio
  - 11.2.6.3 Demographic Reach and Achievements
  - 11.2.6.4 Certifications
- 11.2.7 GlaxoSmithKline plc
  - 11.2.7.1 Company Overview
  - 11.2.7.2 Product Portfolio
  - 11.2.7.3 Demographic Reach and Achievements
  - 11.2.7.4 Certifications
- 11.2.8 Archer Daniels Midland Company
  - 11.2.8.1 Company Overview
  - 11.2.8.2 Product Portfolio
  - 11.2.8.3 Demographic Reach and Achievements
  - 11.2.8.4 Certifications
- 11.2.9 Herbalife International of America, Inc.
  - 11.2.9.1 Company Overview
  - 11.2.9.2 Product Portfolio
  - 11.2.9.3 Demographic Reach and Achievements
  - 11.2.9.4 Certifications
- 11.2.10 Nature's Sunshine Products, Inc.
  - 11.2.10.1 Company Overview
  - 11.2.10.2 Product Portfolio
  - 11.2.10.3 Demographic Reach and Achievements
  - 11.2.10.4 Certifications
- 11.2.11 Others
- 12 Key Trends and Developments in the Market
  - List of Key Figures and Tables
  - 1. North America Dietary Supplements Market: Key industry Highlights, 2018 and 2032
  - 2. North America Dietary Supplements Historical Market: Breakup by Type (USD Million), 2018-2023
  - 3. North America Dietary Supplements Market Forecast: Breakup by Type (USD Million), 2024-2032
  - 4. North America Dietary Supplements Historical Market: Breakup by Form (USD Million), 2018-2023
  - 5. North America Dietary Supplements Market Forecast: Breakup by Form (USD Million), 2024-2032
  - 6. North America Dietary Supplements Historical Market: Breakup by Application (USD Million), 2018-2023
  - 7. North America Dietary Supplements Market Forecast: Breakup by Application (USD Million), 2024-2032
  - 8. North America Dietary Supplements Historical Market: Breakup by Distribution Channel (USD Million), 2018-2023
  - 9. North America Dietary Supplements Market Forecast: Breakup by Distribution Channel (USD Million), 2024-2032
  - 10. North America Dietary Supplements Historical Market: Breakup by Country (USD Million), 2018-2023
  - 11. North America Dietary Supplements Market Forecast: Breakup by Country (USD Million), 2024-2032

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## 12. North America Dietary Supplements Market Structure

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