

Liver Health Supplements - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

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Report description:

The liver health supplements market was valued at USD 856.8 million in the base year and is expected to reach USD 111.7 million by the end of the forecast year, registering a CAGR of 5.5% during the forecast period.

COVID-19 had impacted the liver health supplements market due to the high campaigns conducted by various healthcare organizations to create awareness regarding boosting liver health. COVID-19 infection was found to deteriorate liver health. As a result, the sales of supplements such as protein, vitamins, omega-3 fatty acids, and others witnessed immense growth. For instance, according to the Centers for Diseases Control and Prevention (CDC) February 2021 article, COVID-19 posed a greater risk of severe sickness in older adults and individuals of any age with major underlying medical disorders, such as liver disease. Therefore, the demand for liver health supplements was significant during the pandemic. However, the demand seized slightly since the COVID-19 cases declined. The market is gradually gaining pace and is expected to show a stable growth rate in the forecast period owing to the rising awareness among the population regarding healthcare including liver health.

The rising prevalence of liver disorders such as liver cancer, fatty liver, severe cirrhosis, and obesity among the global population is expected to contribute significantly to market growth. For instance, according to a Statpearls article updated in October 2022, the prevalence of Non-alcoholic Fatty Liver Disease (NAFLD) or Fatty Liver is estimated to be in the range of 20% in the United States population and between 11.5% to 46% in the general population. Thus, the high burden of the population suffering from NAFLD is expected to increase the demand for liver supplements for further preventing liver damage, hence boosting market growth.

Furthermore, the high burden of diseases such as obesity and people with type 2 diabetes, and obesity are at high risk for developing a fatty liver. For instance, according to the WHO European Regional Obesity, 2022 report, in the European Region,

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obesity and overweight have reached epidemic proportions, affecting almost 60% of adults. The high burden of obesity is expected to boost the demand for liver health supplements since these are mostly plant-based natural products with negligible or fewer effects than allopathic medicines, thereby augmenting the market growth during the forecast period.

The strategic initiatives adopted by market players such as product launches, partnerships, and expansions are also contributing to market growth. For instance, in January 2022, Gaia Herbs expanded its operation in North Carolina by investing over USD 12 million in infrastructure, equipment, and personnel. The company manufactures herbal supplements for various diseases including liver health. The expansion is expected to increase the availability of herbal liver health supplements, thereby propelling market growth.

Therefore, owing to the aforementioned factors such as the high burden of liver diseases like fatty liver and liver malfunctions associated with obesity along with strategic initiatives by market players, the studied market is expected to grow during the forecast period. However, the high cost associated with the product may restrain the market over the forecast period.

Liver Health Supplements Market Trends

Herbal Supplements Segment is Expected to Hold Significant Market Share Over The Forecast Period

Herbal supplements containing milk thistle, dandelion, artichoke leaf, turmeric, and mushrooms are frequently used to support liver health. Milk thistle-based supplements are popular among customers because milk thistle has been shown to improve liver health.

The herbal supplements segment is expected to hold a significant market share over the forecast period owing to the high burden of diseases that cause liver deterioration and liver diseases. For instance, according to data published by the American Academy of Pediatrics, in March 2022, more than 1 million people in the United States have long-term hepatitis B infections, and people who are infected with hepatitis B since childhood have a 90% chance of developing serious, chronic conditions like liver cancer in their lifetime. Thus, an increase in hepatitis B is expected to increase liver diseases which are ultimately expected to propel the segment growth.

Furthermore, herbs and spices are often advised by Ayurveda practitioners to detoxify the liver, reduce inflammation in the organ and restore its function. The campaigns for spreading awareness about liver disease screening and management of liver diseases with the help of herbal supplements are expected to propel the segment growth. For instance, in June 2022, a campaign was conducted in Jaipur, India called 'Healthy Liver Campaign', to bolster the treatment and diagnosis of hepatitis A, B, C and E virus. Chronic HCV and HBV can cause damage to liver damage, cirrhosis and even lead to death. The campaign is expected to expedite the early screening of hepatitis patients which is further expected to propel the segment growth owing to the benefits of herbal supplements in resolving the liver health issues.

According to the article titled 'Silymarin as Supportive Treatment in Liver Disease: A Narrative Review' published in February 2020 milk thistle's involvement in the treatment of nonalcoholic fatty liver disease (NAFLD), a typical hepatic symptom of metabolic syndrome, milk thistle has been used to cure a variety of liver diseases, including fatty liver disease, hepatitis, and cirrhosis, as well as to protect the liver against environmental toxins. Millions of individuals consume milk thistle to maintain good liver function. Thus, a rise in the adoption and consumption of herbal supplements is anticipated to drive the segment growth over the forecast period.

Therefore owing to the factors such as high burden of liver diseases and awareness campaigns, the segment is expected to grow over the forecast period.

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North America Holds a Significant Share in the Market and Expected to do Same during the Forecast Period

North America is expected to hold a significant market share owing to the rising liver disease prevalence and alcohol usage, increasing awareness campaigns in the region.

The high burden of liver cancer is associated with reduced production of bile and degraded liver health. Research studies have reported that low vitamin level is also associated with a high risk for liver cancer. For instance, according to the American Cancer Society 2023 report, 41,210 new cases of liver and intrahepatic bile duct cancer are estimated to be diagnosed in the United States in 2023. Also, a research study published in the Asian Pacific Journal of Cancer Prevention, stated that vitamin D deficiency is associated with an increased risk of liver cancer. Therefore, the high burden of liver cancer is expected to boost the demand for liver health supplements such as vitamins, which is expected to propel the market growth in the region.

Furthermore, campaigns launched by government bodies for screening and raising awareness about liver health and management are also contributing to the market growth. For instance, in May 2022 American Liver Foundation launched a nationwide screening and public awareness campaign named Think Liver Think Life. The objective of the campaign was to test children and adults at risk for fatty liver disease in all 50 states of the United States over the next five years. Such awareness initiatives are expected to boost the demand for liver health supplements to promote overall liver health and propel the market growth in the region.

Thus, the factors such as high burden of liver cancer and campaigns to create awareness regarding liver health are expected to boost the market in the region over the forecast period.

Liver Health Supplements Industry Overview

The liver health supplements market is fragmented in nature owing to the presence of several market players. Some market players are NUTRALife, Himalaya Herbal Healthcare, Enzymedica, Gaia Herbs, Thompson's (Integria Healthcare), Jarrow Formulas, Inc., and NOW Foods. The supplements market has a wide scope, considering the existing companies.

Additional Benefits:

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

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