

U.S. Maternal Supplements Market - Focused Insights 2024-2029

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Report description:

The U.S. maternal supplements market is expected to grow at a CAGR of 2.39% from 2023 to 2029.

MARKET TRENDS & DRIVERS

Growing Concern About Maternal Mental Health

The trend of growing concern about maternal mental health is primarily driven by increasing awareness about the importance of mental well-being during pregnancy and the postpartum period. Maternal mental health has gained significant attention due to its profound impact on both maternal and child health outcomes. Numerous research studies have highlighted the prevalence and consequences of maternal mental health disorders such as depression, anxiety, and postpartum depression. This scientific evidence has emphasized the need for interventions and support, including the use of maternal supplements to address nutritional deficiencies associated with mental health disorders. According to AHA, 1 in 5 women have maternal mental health disorders, which are the most common complications of pregnancy, childbirth, and the postpartum period. These disorders include depression, anxiety, and drug use disorders. According to the CDC, 1 in 8 women suffer postpartum depression, and half of those cases go untreated. Maternal supplements are part of a holistic approach to pregnancy health, addressing nutritional needs and supporting mental well-being. A study published in the Journal of Affective Disorders found that women with low levels of nutrients, such as omega-3 fatty acids and vitamin D, during pregnancy were at a higher risk of developing postpartum depression. There are several consequences of maternal mental health on the fetus, which include increased risk of preterm birth, low birth weight, etc. Thus, there is a significant trend of maternal mental health-boosting supplements.

Rise in Popularity of Prebiotic and Probiotic Supplements

The rise in the pre- & probiotic supplements has seen significant growth among maternal women in every stage. Pregnancy can sometimes lead to digestive discomfort, such as constipation, bloating, and indigestion due to hormonal changes. Prebiotics and probiotics support gut health by promoting the growth of beneficial bacteria, aiding digestion, and alleviating these discomforts.

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Additionally, pregnant women are more susceptible to infections due to changes in their immune system. Probiotics have been shown to enhance immune function, potentially reducing the risk of infections during pregnancy. Probiotics have gained popularity among women, particularly as a remedy for gastrointestinal discomfort. Pregnant women in the United States and Canada represent a subset of this demographic, with approximately 1.3% to 3.6% reported using probiotics. This indicates a notable proportion of pregnant women turning to probiotic supplementation to address digestive issues during pregnancy. Probiotic supplementation during pregnancy may help reduce the risk of certain pregnancy-related complications, such as preeclampsia and preterm birth. By promoting a healthy balance of gut bacteria and supporting immune function, prebiotics and probiotics may contribute to better pregnancy outcomes. An article published by the NIH concluded that the use of probiotics during pregnancy helps to lower the risk of gestational diabetes mellitus, excessive gestational weight gain, and pulmonary embolism and probably reduces future maternal risk of metabolic syndrome. Due to all these positive aspects of pre & probiotics, several consumers opt for these supplements in the maternal phase.

Growing Concerns About Health Issues in Pregnant Women

Growing concerns about health issues in pregnant women have contributed to the growth of the maternal supplements market in the U.S. Pregnant women often face various health challenges, and the use of supplements can help address these issues. Pregnancy often causes fatigue and low energy levels due to hormonal changes, increased metabolic demands, and physical discomfort. Thus, maternal supplements play a vital role in overcoming deficiencies and other hormonal disturbances. Gestational diabetes mellitus (GDM) is a type of diabetes that develops during pregnancy, which leads to complications for both the mother and the baby. In the United States, the Centers for Disease Control and Prevention (CDC) reports that the percentage of mothers giving birth who were diagnosed with gestational diabetes grew from 6.0% in 2016 to 8.3% in 2021. Gestational diabetes rates increased across all maternal age groups. In 2021, the rate for mothers aged ≥40 years (15.6%) was almost sixfold greater than the rate for mothers under 20 years (2.7%). Certain supplements, such as chromium, magnesium, and omega-3 fatty acids, may help regulate blood sugar levels and reduce the risk of GDM. Preterm birth and low birth weight are significant contributors to neonatal morbidity and mortality. In 2022, preterm birth affected approximately 1 out of every 10 infants born in the United States. The preterm birth rate fell 1% in 2022 to 10.4%, following a 4% increase from 2020 to 2021. Adequate maternal nutrition, including supplementation with key nutrients, may help reduce the risk of preterm birth and low birth weight.

MARKET RESTRAINTS

Concerns About Adverse Effects of Supplements□

Concerns about the adverse effects of supplements for pregnant women stem from the potential risks associated with certain ingredients, dosage levels, and interactions with medications. High doses of certain vitamins and minerals, such as vitamins A, E, and iron, can risk fetal development and maternal health. Excessive vitamin A intake, for instance, has been linked to congenital disabilities, while excessive iron intake may lead to gastrointestinal discomfort and toxicity. Additionally, herbal supplements like ginseng and echinacea may have unknown effects on pregnancy outcomes and should be used with caution. It is suggested to pregnant women to avoid prenatal multivitamins if they have allergies or specific medical conditions such as cirrhosis of the liver, vitamin B12 deficiency, iron overload disorders like hemochromatosis or hemosiderosis, Wilson's disease, or hemolytic anemia. These conditions may interact with the components of prenatal multivitamins and could worsen health conditions or cause adverse effects.

SEGMENTATION INSIGHTS

INSIGHT BY STAGE TYPE

The U.S. maternal supplements market by stage type is segmented into prenatal and postnatal. The prenatal segment dominated

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with the largest share in 2023. Prenatal supplements are taken during pregnancy to ensure the mother and the developing fetus receive adequate nutrients. Pregnancy places increased demands on the mother's body, and inadequate nutrition during this time can lead to maternal health complications. Healthcare professionals, such as obstetricians and gynecologists, commonly advise pregnant women to take prenatal supplements as a precautionary measure to guarantee the sufficient intake of vital nutrients throughout pregnancy, thus helping segmental growth.

By Stage

- o Prenatal
- o Postnatal

INSIGHT BY PRODUCT TYPE

The U.S. maternal supplements market by product type is categorized into vitamins & minerals, omega-3 fatty acids, pre & probiotics, and others. The pre & probiotics segment showcases the highest growth during the forecast period. The rise in popularity of probiotics results from numerous factors associated with the benefits of probiotic supplements in pregnancy, helping the segment's growth. Pregnancy can often lead to digestive issues such as constipation, bloating, and indigestion due to hormonal changes and the growing uterus putting pressure on the digestive organs. Probiotic supplements can help alleviate these symptoms and support overall digestive health during pregnancy.

By Product

- o Vitamins & Minerals
- o Omega-3 Fatty Acids
- o Pre & Probiotics
- o Others

INSIGHT BY DOSAGE FORM TYPE

The capsules and softgels hold the major share of the U.S. maternal supplements market. The demand for maternal supplements has experienced a significant uptick, and the preference for capsules and softgels has also increased. This surge can be attributed to several factors, including convenience, enhanced absorption rates, wide availability, and the growing awareness of the importance of maternal health during pregnancy. Capsules and softgels can be easily swallowed with water, catering to the convenience needs of expectant mothers with busy schedules.

By Dosage

- o Capsules & Softgels
- o Tablets
- o Liquids & Powders
- o Chewables & Gummies

INSIGHT BY DISTRIBUTION CHANNEL

The web-based/online retailers segment shows significant growth, with the fastest-growing CAGR during the forecast period. Online retailers have emerged as key players in the maternal supplements market in the USA, offering a convenient platform for mothers and caregivers to access a diverse range of products for their health needs. These digital platforms offer unparalleled

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convenience and accessibility, allowing consumers to browse and purchase maternal supplements from the comfort of their homes, eliminating the need for physical store visits.

By Distribution Channel

- o□Pharmacies
- o□Big-box/Super Stores and Super Markets
- o□Web-based Retailers
- o□Direct-to-consumer (DTC)
- o□Others

COMPETITIVE LANDSCAPE

The U.S. maternal supplements market report consists of exclusive data on 26 vendors. The U.S. maternal supplements market is highly competitive with many players. The number of smaller and niche players in this market is growing significantly. Niche players often focus on a specific type of product. Companies in this market are continuously innovating to develop better and new products. It includes new dosage forms, new ingredients, and new flavors. With the rising competition among companies, the market is very price-competitive. This can lower the prices for consumers. The companies have to face profit margin pressure.

Key Vendors

- ?□Abbott
- ?□Church & Dwight
- ?□Haleon
- ?□Nestle
- ?□Otsuka Pharmaceutical Co., Ltd
- ?□Reckitt Benckiser Group PLC
- ?□P&G
- ?□Unilever

Other Prominent Vendors

- ?□Alora Pharmaceuticals, LLC
- ?□Bayer- One A Day
- ?□Biotics Research Corp.
- ?□Country Life
- ?□Dr. Willmar Schwabe GmbH & Co. KG
- ?□Fairhaven Health
- ?□Metagenics
- ?□Kirkman
- ?□The Honest Company, Inc
- ?□Vitamin Angels
- ?□Danone
- ?□dsm-firmenich
- ?□GOBIOTIX
- ?□Guardion Health Sciences
- ?□Insud Pharma

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?Roquette Freres
?The Clorox Company
?Yukon Wellness Holdings LLC

KEY QUESTIONS ANSWERED:

1. What is the growth rate of the U.S. maternal supplements market?
2. How big is the U.S. maternal supplements market?
3. What are the key drivers of the U.S. maternal supplements market?
4. Who are the major players in the U.S. maternal supplements market?

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Others

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Web-based Retailers

Direct-to-Consumer (DTC)

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