

## **U.S. Vitamin Gummies Market - Focused Insights 2024-2029**

Market Report | 2024-08-06 | 91 pages | Arizton Advisory & Intelligence

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### **Report description:**

The U.S. vitamin gummies market is expected to grow at a CAGR of 6.94% from 2023 to 2029.

### **MARKET TRENDS & DRIVERS**

#### **Rise of Fortified Gummies**

Fortified gummies are chewable supplements enhanced with additional vitamins, minerals, or other nutrients. These fortified gummies are getting traction in the U.S. vitamin gummies market. These chewable vitamins have become a popular alternative to traditional pills and capsules, especially among children and adults who find swallowing tablets difficult or unpleasant. This trend is reshaping the dietary supplement industry and contributing to its expansion in several ways. Fortified gummies are tailored to meet the nutritional needs of specific demographics, including children, women, older people, and athletes. This customization helps address particular health concerns and supports overall wellness, further boosting their market appeal. Fortified gummies function as an effective delivery system for vitamins, leveraging their unique characteristics to enhance absorption and effectiveness. The popularity of gummies has spurred innovation in the dietary supplement industry, leading to the development of new products and formulations. This continuous innovation keeps the market dynamic and attracts ongoing consumer interest. Additionally, functional gummies are getting traction due to their ability to deliver targeted health benefits such as improved digestion, enhanced immune function, better sleep, increased energy, and more. These gummies often contain multiple vitamins, minerals, herbs, and other bioactive compounds. Thus, the popularity of fortified gummies is driving the growth of the vitamin gummies market, supported by continuous innovation, effective marketing, and the increasing focus on preventive healthcare.

#### **Personalized 3D Printed Vitamin Gummies**

The market is experiencing a transformative trend with the advent of personalized 3D-printed vitamin gummies. This innovative approach combines the benefits of personalized nutrition with cutting-edge 3D printing technology to create custom-tailored dietary supplements that meet individual health needs and preferences. Personalized 3D-printed vitamin gummies are

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custom-made dietary supplements created using 3D printing technology. These gummies are formulated based on individual health profiles, dietary requirements, and nutritional needs. By utilizing 3D printing, manufacturers can precisely control the composition and dosage of nutrients in each gummy, ensuring that they are tailored to the unique requirements of each consumer. Today's consumers are increasingly seeking personalized health solutions, a trend that aligns perfectly with the capability of 3D printing technology to offer individualized products. 3D printing in dietary supplements fosters innovation within the industry, encouraging the development of new products and formulations. Personalized gummies appeal to a broad demographic, including health enthusiasts, individuals with specific dietary needs, and those looking for more effective and enjoyable ways to take supplements. This ability to deliver precise and effective supplementation builds consumer trust and loyalty, increasing market share for companies offering these products. The trend of personalized 3D-printed vitamin gummies is revolutionizing the vitamin gummies market in the U.S. By leveraging advanced 3D printing technology, companies can offer highly customized and precise dietary supplements that meet individual health needs.

## Rise In Vitamin Deficiency

A significant driver of the vitamin gummies market is the rise in vitamin deficiency among various populations. As modern diets and lifestyles evolve, many people are not getting sufficient nutrients from their food, leading to deficiencies that can impact overall health. This growing concern has spurred the demand for convenient and enjoyable supplement forms, such as vitamin gummies, to address these deficiencies. Factors contributing to vitamin deficiencies include increased consumption of highly processed foods, leading hectic lives, lack of physical activity, rapid growth phases, and children's picky eating habits. According to the CDC and the U.S. Department of Agriculture (USDA), 8 out of 10 are deficient in vitamin E, and 50 percent of Americans are deficient in vitamins A and C. More than 50 percent of the general population is vitamin D deficient, regardless of age, and approximately 70 percent of elderly Americans are deficient. This rise in vitamin deficiency is a major driver of the gummies market, prompting increased demand for convenient and effective supplementation options. Vitamin gummies offer an attractive solution by providing an easy-to-consume, palatable, and effective way to address these deficiencies. Through targeted formulations and innovative product development, the vitamin gummies market continues to grow, meeting the needs of a diverse and health-conscious population.

## INDUSTRY RESTRAINTS

### Risk Associated Due to Overconsumption

Vitamin gummies are formulated to be enjoyable and palatable, often resembling popular candies in taste and appearance. While beneficial for encouraging regular use, this appealing quality can lead to overconsumption. However, candy-like appeal can blur the line between a dietary supplement and a treat, tempting individuals to consume more than the recommended dose. Many consumers may not fully comprehend the importance of adhering to the recommended dosage instructions on the packaging. Unlike medications with strict dosage guidelines, vitamin gummies often seem less serious due to their candy-like nature, leading to a more casual approach to consumption. There is a common misconception that vitamins and dietary supplements are inherently safe and that taking more than the recommended dose can only be beneficial. This misunderstanding can result in individuals consuming excessive amounts without considering the potential risks. Vitamins A, D, E, and K are stored in the body's fat tissues and liver. Overconsumption of these vitamins can lead to toxicity because the body does not excrete them easily. Symptoms of toxicity include nausea, dizziness, and more severe issues like liver damage or hypercalcemia. Excessive Vitamin C can lead to gastrointestinal distress, and too much Vitamin B6 can cause nerve damage.

## SEGMENT INSIGHTS

### INSIGHT BY SOURCE

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The U.S. vitamin gummies market by source is segmented into plant-based and animal-based. The plant-based segment holds the largest market share in 2023. Plant-based vitamin gummies are becoming increasingly popular in the U.S. Plant-based gelling agents like pectin, agar-agar, etc. play a crucial role in this market by providing the desired texture and consistency without the use of animal-derived ingredients, making them suitable for a wide range of consumers. A rising number of consumers are adopting vegan and vegetarian lifestyles, driven by health, environmental, and ethical considerations, which is helping the market to grow.

- By Source

- o Plant-based
- o Animal-based

#### INSIGHT BY GENDER

The U.S. vitamin gummies market by gender is categorized into male and female. The female segment shows prominent growth, with the highest CAGR during the forecast period. Vitamin gummies have gained significant popularity among females in the U.S., driven by various factors that cater to their health needs, lifestyle preferences, and consumer behavior. Women often have specific nutritional needs that change throughout different stages of life, including menstruation, pregnancy, breastfeeding, and menopause. Vitamin gummies can be tailored to address these specific needs, providing essential nutrients in a convenient and palatable form. The convenient and enjoyable nature of vitamin gummies encourages consistent use, which is crucial for effective supplementation. For busy women juggling work, family, and personal responsibilities, this ease of use is a significant advantage, helping females to maintain health routines effortlessly.

- By Gender

- o Male
- o Female

#### INSIGHT BY END-USER

By end-user, the adult market segment dominates with the largest U.S. vitamin gummies market share. The segment's growth is attributed to various factors such as taste, convenience, and the perception of improved compliance with nutritional supplement routines. Vitamin deficiencies among adults in the U.S. are becoming more common due to various lifestyle and dietary factors. Poor dietary habits contribute to these deficiencies. Preventive healthcare encourages individuals to take charge of their health by incorporating supplements to help prevent nutritional deficiencies and associated health issues. Adults are increasingly aware of the importance of maintaining their health and wellness, and vitamin gummies are seen as a simple way to address potential nutritional deficiencies. The appealing gummy format can make supplementing less daunting, encouraging more adults to incorporate them into their daily routines.

- By End-User

- o Pediatric
- o Adult

#### INSIGHT BY APPLICATION

The general & immune health application segment holds the largest U.S. vitamin gummies market share in 2023. The segmental

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growth is primarily due to vitamin gummies being widely used for general and immune health, offering an enjoyable and convenient way to supplement diets and ensure adequate intake of essential vitamins and minerals. This application focuses on enhancing overall well-being and strengthening the body's immune system to defend against illnesses and infections. Regular intake of vitamin gummies helps maintain overall health and prevent potential deficiencies that could lead to chronic health issues over time. Vitamin gummies contribute to a proactive approach to wellness by supporting general health, helping individuals maintain a healthy lifestyle, and potentially reducing the risk of future health problems.

#### -□By Application

- o□General & Immune Health
- o□Energy & Weight Management
- o□Bone & Joint Health
- o□Others

#### INSIGHT BY DISTRIBUTION CHANNEL

The e-commerce segment showcases significant growth by distribution channel, with the fastest-growing CAGR during the forecast period. The segment's growth can be attributed to easy access to various brands and products and customer reviews and ratings, which helps consumers make informed purchasing decisions. The distribution channels for vitamin gummies in the U.S. e-commerce landscape have evolved significantly, leveraging the strengths of online retail platforms and online Direct-to-Consumer (D2C) strategies by manufacturers. These channels have played a crucial role in the growth and widespread adoption of vitamin gummies, catering to the increasing demand for convenient and tasty nutritional supplements. Online retail platforms such as Amazon, Walmart, and Target have become pivotal in distributing vitamin gummies. These platforms offer extensive reach and convenience, allowing consumers to purchase products from the comfort of their homes. With a robust logistics network and prime membership benefits, these platforms provide expedited shipping and often same-day delivery, which enhances customer satisfaction.

#### -□By Distribution Channel

- o□Pharmacies & Drugstores
- o□Supermarket & Hypermarkets
- o□E-Commerce
- o□Specialty Stores
- o□Others

#### COMPETITIVE LANDSCAPE

The U.S. vitamin gummies market report contains exclusive data on 33 vendors. The market's competitive scenario is intensifying, with global and domestic players offering diverse products. Companies in this market are continuously innovating to develop better and new products. A few major players dominate the market in terms of market share. Some companies currently dominating the market are Amway, Bayer, Church & Dwight, Dr. Willmar Schwabe, Haleon, Nestle, Pharmavite, Procter & Gamble, Reckitt Benckiser Group, and Unilever.

#### Key Vendors

- Amway
- Bayer

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- []Church & Dwight
- []Dr. Willmar Schwabe
- []Haleon
- []Nestle
- []Pharmavite
- []Procter & Gamble
- []Reckitt Benckiser Group
- []Unilever

#### Other Prominent Vendors

- []Amazon
- []NATURELO
- []GNC Holdings
- []Kirkland Signature
- []Nature's Craft
- []Nordic Naturals
- []Shaklee
- []Hero Nutritionals
- []Vytalogy Wellness
- []Walmart
- []Country Life
- []Dollar General
- []Enzymedica
- []Hi-Health
- []Doctor's Best
- []NATURAL ORGANICS
- []Nature's Sunshine Products
- []Orphic Nutrition
- []SugarbearPRO
- []Vegums
- []Walgreens
- []Herbaland
- []Zanon

#### KEY QUESTIONS ANSWERED:

- 1.[]How big is the U.S. vitamin gummies market?
- 2.[]What are the key drivers of the U.S. vitamin gummies market?
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