

DHA Gummies Market By Source (Fish Oil, Algal Oil, Others) , By Flavor (Fruit flavors, Others) By End User (Kids, Adults, Pregnant Women) : Global Opportunity Analysis and Industry Forecast, 2024-2034

Market Report | 2024-07-01 | 345 pages | Allied Market Research

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Report description:

The DHA gummies market was valued at \$453.4 million in 2023, and is projected to reach \$681.0 million by 2034, growing at a CAGR of 3.9% from 2024 to 2034.

Docosahexaenoic acid (DHA) gummies are popular omega-3 supplements formulated for easy consumption, thus appealing to a wide range of consumers. DHA is a crucial component of brain, eyes, and heart, playing a vital role in cognitive function, vision, and overall neurological development. In addition to the health benefits, DHA gummies align with consumer preferences for clean label products, as it is made with natural ingredients and is free from artificial colors, flavors, and preservatives.

The growth of the global DHA gummies market is majorly driven by increase in awareness about the health benefits of DHA and rise in preference for convenient and tasty supplement forms. Studies have shown that adequate DHA intake supports cognitive development in children and maintains cognitive function in adults, thus driving the demand for child-friendly DHA supplements like gummies. Furthermore, rise in trend of veganism and plant-based diets has led to the development of DHA gummies derived from algae, offering a sustainable and ethical alternative to fish-based DHA. According to the 2021 estimates of Redefine Meat-an innovative food technology company that specializes in creating plant-based meat alternatives-approximately 79 million individuals have adopted veganism across the world. Studies predict that merely 40% of the world will be meat eaters by 2040. In addition, surge in geriatric population notably contributes toward the growth of the market. This is attributed to the fact that as the world's aging population increases, the focus on maintaining brain health is growing significantly. However, high cost associated with DHA gummies acts as the key deterrent factor of the global market. On the contrary, continuous innovations in flavors, formulations, and packaging to attract a large base of consumers are expected to offer remunerative opportunities for the expansion of the global market during the forecast period.

The global DHA gummies market is segmented into source, flavor, end user, and region. On the basis of source, the market is divided into fish oil, algal oil, and others. As per flavor, it is segregated into fruit flavors and others. Depending on end user, it is

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fragmented into kids, adults, and pregnant women. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings

On the basis of source, the fish oil segment is expected to dominate the market by 2034.

Depending on flavor, the fruit flavor segment is anticipated to exhibit the highest growth during the forecast period.

By end user, the kids segment is projected to garner significant attention in the coming years.

Region wise, North America is likely to lead the DHA gummies market in the near future.

Competition Analysis

Competitive analysis and profiles of the major players in the global DHA gummies market include Nordic Naturals, SmartyPants Vitamins, Nature Sure, NOW Foods, Rainbow Light, Zahler, Viva Naturals, Hero Nutritionals, Ora Organic, and Swisse Wellness. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to strengthen their foothold in the competitive market.

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Key Market Segments

By Source

- Fish Oil
- Algal Oil
- Others

By Flavor

- Fruit flavors
- Others

By End User

- Kids
- Adults
- Pregnant Women

By Region

- North America

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- Rainbow Light
- Zahler
- Viva Naturals
- Hero Nutritionals
- Ora Organic
- Swisse Wellness

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