

Beauty Supplements Market by Ingredients Type (antioxidants, vitamins & minerals, omega-3 fatty acids, collagen, hyaluronic acid, probiotics, other ingredients type), Target Consumer, Form, Distribution Channel, Function, and Region - Global Forecast to 2030

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Report description:

The global market for beauty supplements is estimated to be valued at USD 3.96 billion in 2025 and is projected to reach USD 5.76 billion by 2030, at a CAGR of 7.8% during the forecast period. The beauty supplements market is experiencing significant growth, driven by increasing consumer awareness of skincare, hair health, and anti-aging solutions. With a rising preference for preventive beauty care and personalized nutrition, demand for collagen, biotin, and antioxidant-based supplements is surging. Regulatory frameworks like the Dietary Supplement Health and Education Act of 1994 (DSHEA) mandate safety and accurate labeling before marketing, with the FDA overseeing compliance through recalls, warning letters, and legal actions against misbranded or adulterated products. These regulations play a crucial role in maintaining consumer trust by ensuring product integrity and transparency. As a result, the market is witnessing continuous innovation in delivery formats, including liquid, chewable, and powder-based beauty supplements, catering to evolving consumer needs. The growing inclination toward holistic wellness and clean-label products is further fueling market expansion, making beauty supplements a key segment in the broader dietary supplements industry.

Disruption in the beauty supplements market: Market disruptions in the beauty supplements industry are driven by shifting consumer preferences, advancements in ingredient innovation, and regulatory challenges. The rise of clean-label and plant-based beauty supplements has reshaped the market, compelling companies to reformulate products with natural, sustainable, and science-backed ingredients. Additionally, technological advancements, such as personalized beauty nutrition and AI-driven supplement recommendations, are disrupting traditional sales models by offering tailored solutions

-□Rise of Clean-Label and Plant-Based Supplements:

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Consumers are increasingly demanding beauty supplements made with natural, organic, and plant-based ingredients, leading to a shift away from synthetic additives and animal-derived components. This has forced manufacturers to reformulate their products using botanical extracts, vegan collagen alternatives, and bioavailable vitamins. The clean-label trend has also intensified transparency in sourcing and production, compelling brands to disclose ingredient origins and processing methods.

-Advancements in Personalized Beauty Nutrition:

AI-driven personalization and DNA-based beauty supplements are disrupting the traditional one-size-fits-all approach. Consumers are turning to tailored solutions that match their skin type, hair needs, and lifestyle factors, pushing companies to develop customized formulations. Brands leveraging AI, consumer data, and subscription-based models are gaining traction, reshaping the distribution and marketing of beauty supplements.

"The capsules, tablets and softgels segment holds the highest market share in the form segment of beauty supplements market." The tablets, capsules, and softgels segment is poised to continue its leadership position in the beauty supplements market during the forecast period. This is due to their ease of use, accurate dosing, and availability across a large number of stores. These forms have longer shelf life, convenience in storage, and high accessibility, and hence are the preferred choice among consumers who look for convenient and affordable beauty nutrition. Primary ingredients like collagen, biotin, and hyaluronic acid are generally found in such forms, and they are made available with uniform and quantifiable intake. Easy consumption and ease of mobility further add to the popularity of these products, making them a preferred option among consumers seeking efficient beauty treatments.

"The vitamins ingredient type segment is projected grow at significant rate during the forecast period."

The beauty supplement market has expanded due to increasing usage of vitamins and minerals. According to Nutritional Outlook, 91% of Americans have increased their consumption of VMS products since the pandemic, which means that there is a growing focus on health and wellness. The 46% of users have added new supplements to their regimen, 25% have become more consistent with what they had been doing previously, and 22% have increased dosages. This increased demand provides a good opportunity for beauty companies to make inroads in the supplement sector. Top players in the industry have capitalised on this trend by bolstering their presence in the market. Unilever, for example, has been able to position itself well in the beauty supplement market with such brands as Olly, the top gummy vitamin brand in the U.S.; SmartyPants Vitamins, which has touched millions of people worldwide in partnership with Vitamin Angels; and Nutrafol, a dermatologist-approved hair growth supplement brand, in which Unilever took a 13.2% stake in May 2022.

Asia Pacific is expected to hold significant share in the beauty supplements market.

The area is one of the biggest markets for beauty supplements, fueled by growing consumer awareness of holistic wellness and health. As per an article on Retail India in November 2024, the "beauty-from-within" is quickly picking up steam, especially in China, Japan, and South Korea, where consumers are most interested in lifestyle enhancements and health-oriented supplements. Research quoted in the paper indicated that 63% of consumers from the Asian and Australasian market consider health consequences when purchasing beauty products, thus encouraging companies to produce particular supplements. Shiseido (Japan) in July 2024 released a probiotic powder called Ultimune to enhance the function of skin barrier, whereas Amorepacific introduced Super Retinol C, edible retinol supplement. Reinforcing this trend further, LG Household & Health Care's Vital Garden launched Bifium Retinol Collagen on October 17, 2024, solidifying its role in the health food business. Apart from this, the surge in demand for omega-3-based beauty supplements can be seen from a NutraIngredients Asia report in November 2022, pointing out that South Korea, India, and Japan were at the forefront in new launches of omega-3 products, with 318 new products launched across Asia. The increased focus on global beauty solutions and scientific breakthroughs in food supplements highlights the dominance of the region in the market for beauty supplements. With increased companies embracing consumer needs and investments in innovative formulations, partnerships with nutraceutical companies and further product innovations will continue to drive market growth over the next few years.

In-depth interviews have been conducted with chief executive officers (CEOs), Directors, and other executives from various key organizations operating in the beauty supplements market:

- By Company Type: Tier 1 - 25%, Tier 2 - 45%, and Tier 3 - 30%
- By Designation: Directors- 20%, Managers - 50%, Executives- 30%
- By Region: North America - 25%, Europe - 30%, Asia Pacific - 20%, South America - 15% and Rest of the World -10%

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Prominent companies in the market Amway Corp (US), Nestle (Switzerland), Nu Skin (US), Meiji Holdings Co., Ltd. (Japan), Herbalife International of America, Inc. (US), Unilever (UK), H&H Group (Hong Kong), Nature's Sunshine Products Inc (US), Otsuka Holdings Co., Ltd (Japan), Haleon Group of Companies (UK), Vitaco (New Zealand), Vitabiotics Ltd (UK), Merz Consumer Care GmbH (Germany), Nordic Naturals (US), Kinohimitsu (Singapore).

Other players include Wild Nutrition (UK), Vita Green Health Products Co Ltd (China), Codeage LLC (Florida), Bio Medical Pharma (Poland), Absolute Collagen (United Kingdom), Beautywise (India), Chicnutrix (India), HUM Nutrition Inc (US), Alfa Vitamins Laboratories, Inc. (US), Greatlife Group AB (Sweden).

Research Coverage:

This research report categorizes the beauty supplement market by ingredient type (antioxidants, vitamins & minerals, omega-3 fatty acids, collagen, hyaluronic acid, probiotics, other ingredients type), by form (capsules, tablets & softgels, powders, gummies, liquid), distribution channel (direct sales and multi level marketing, online retail, supermarkets & hypermarkets, pharmacies & drug stores, speciality stores), by target consumer (men and women), by function (anti-aging, skin hydration & glow, hair growth & strength, skin brightening & even tone, other functions) and region (North America, Europe, Asia Pacific, South America, and Rest of the World). The scope of the report covers detailed information regarding the major factors, such as drivers, restraints, challenges, and opportunities, influencing the growth of beauty supplements market. A detailed analysis of the key industry players has been done to provide insights into their business overview, services, key strategies, contracts, partnerships, agreements, new service launches, mergers and acquisitions, and recent developments associated with the beauty supplements market. Competitive analysis of upcoming startups in the beauty supplements market ecosystem is covered in this report. Furthermore, industry-specific trends such as technology analysis, ecosystem and market mapping, patent, regulatory landscape, among others, are also covered in the study.

Reasons to buy this report:

The report will help the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall beauty supplements and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

- Analysis of key drivers (technology and e-commerce growth), restraints (presence of counterfeit products), opportunities (growth in emerging markets) and challenges (stringent regulatory framework regulatory barriers) influencing the growth of the beauty supplements market.
- New product launch/Innovation: Detailed insights on research & development activities and new product launches in the beauty supplements market.
- Market Development: Comprehensive information about lucrative markets - the report analyzes the beauty supplements market across varied regions.
- Market Diversification: Exhaustive information about new services, untapped geographies, recent developments, and investments in the beauty supplements market.
- Competitive Assessment: In-depth assessment of market shares, growth strategies, product offerings, brand/product comparison, and product foot prints of leading players such as Amway Corp (US), Nestle (Switzerland), Nu Skin (US), Meiji Holdings Co., Ltd. (Japan), Herbalife International of America, Inc. (US), Unilever (UK), and other players in the beauty supplements market.

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