

Europe Dietary Supplements - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Europe Dietary Supplements Market size is estimated at USD 23.57 billion in 2025, and is expected to reach USD 36.43 billion by 2030, at a CAGR of 9.1% during the forecast period (2025-2030).

The demand for dietary supplements is increasing across Europe due to the benefits offered by supplements, which include macro- and micro-nutrients. According to the Proprietary Association of Great Britain, in 2022, the sales value of over-the-counter vitamins and minerals in Great Britain increased by 1.6 % to GBP 461.5 million. The demand is further boosted by rising consumer awareness regarding preventive healthcare measures and practices. Moreover, European consumers are more inclined toward vegan and natural products aiding gut health. With the rapid change in the needs and preferences of consumers, market players are exploring different delivery formats, such as direct-dose powders, chews, and gummies. For instance, in February 2023, the UK gummy vitamin brand Nutrigums launched two new dietary supplements with different health benefits in gum formats. The launch included Nutrigums Happy Fibre, which is claimed to help with constipation and digestive health, and Nutrigums Magnesium Citrate, designed to support normal muscle function, the nervous system, and bone and tooth health. Thus, all the factors mentioned above support the demand and growth of the European dietary supplements market.

Europe Dietary Supplements Market Trends

Vitamins And Minerals Are In Great Demand

Vitamin supplements are a steadily growing segment among European consumers, driven by the growing discretionary spending and greater emphasis on improving their quality of life. Moreover, preventive healthcare practices and multivitamin deficiency due to inadequate food intake are projected to drive the demand for vitamin and mineral supplements during the forecast period.

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Additionally, according to the NHS Business Services Authority reports, more than 25.706 million products of cholecalciferol were dispensed in England in 2022, followed by thiamine hydrochloride (3.276 million), vitamin B compound (1.167 million), and other multivitamin preparations (0.970 million). The market is characterized by new product launches, different flavors, and innovative formats like gummies and chewables, enhancing competition among players. For instance, in June 2022, Bayer launched Berocca Immuno Effervescent Tablets, a nutritional supplement designed to support immunity. The product is claimed to contain ten essential vitamins and minerals that help boost the immune system, including zinc, copper, iron, and selenium, as well as vitamins D, C, A, B6, B9, and B12.

Italy Holds the Largest Market Share

The market witnessed considerable growth with the growing awareness regarding the relationship between diet and health, enhancing the demand for dietary supplements that improve health while providing essential nutrition. Additionally, events and conferences held in the country are crucial for spreading awareness regarding the consumption of dietary supplements, which could, in turn, drive the market studied. For instance, the Global Conference for Nutrition and Biosciences will be held in Milan, Italy, 2024. The event was announced to discuss various topics like dietary supplements, child nutrition, and nutrigenomics. Moreover, the country has been witnessing a rise in incidences of metabolic or gastrointestinal disorders. Thus, the sales of medicines/drugs to address such concerns have increased over the years. According to the Agenzia Italiana del Farmaco (Italian Medicines Agency), in 2022, almost 317 DDD (daily defined dose) per 1,000 inhabitants per day were consumed. So, consumers across the country have shown an inclination toward dietary supplements that support gut health and prevent gastrointestinal/metabolic disorders.

Europe Dietary Supplements Industry Overview

The Europe dietary supplements market is highly fragmented, with global and regional players competing for market share. Among the prominent players in the market are Herbalife Nutrition Ltd, Bayer AG, Haleon PLC, Procter & Gamble Co, and Perrigo Co Plc. These companies continually seek to expand their product portfolios and market reach through mergers and acquisitions. They are also increasing their market share based on product launches/innovation and portfolio expansion. They are further taking necessary measures to expand their business in terms of product development and innovation to boost sales and enhance brand presence.

Additional Benefits:

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

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