

North America Dietary Supplements Market Report and Forecast 2025-2034

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Report description:

The North America dietary supplements market was valued at USD 59.52 Billion in 2024, driven by increased concern for health, an aging population, and a general increase in the availability of supplements across the region. The market is anticipated to grow at a CAGR of 5.70% during the forecast period of 2025-2034 to achieve a value of USD 103.61 Billion by 2034.

North America Dietary Supplements Market Overview

Dietary supplements play a vital role in preventive healthcare across North America, especially amid rising rates of chronic conditions. According to the CDC, between 2021 and 2022, 40.3% of U.S. adults were obese, with 9.4% classified as severely obese. Severe obesity was more prevalent among women (12.1%) than men (6.7%). Additionally, 57.6% of adults used dietary supplements in 2017, 2018, with usage increasing with age, 80.2% of women and 67.3% of men aged 60 and above reported supplement use, indicating widespread reliance on supplements for health maintenance.

North America Dietary Supplements Market Growth Drivers?

Preference for Plant Based Supplements to Boost Market Growth

The rising consumer demand for clean?label, plant?based sports nutrition and expanded retail access are fueling market development. For instance, in March ?2025, VEGAIN secured national distribution with Raw Elements and unveiled its SURGE Clear Protein, a patent?pending, zero?sugar, juice?like 25?g plant?protein offering. This breakthrough aligns with health-conscious preferences and format innovation. Widespread retail rollout will boost plant?based protein visibility, accelerating market penetration and driving sustained value growth in the market.

North America Dietary Supplements Market Trends

Major market trends include advancements in testing, expanding application of dietary supplements owing to various

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formulations, and technology.

Dietary Testing Services Strengthening Market Reliability

In June 2024, RSSL launched its dedicated dietary supplements testing service, addressing growing regulatory scrutiny and demand for clean-label products. The initiative helps manufacturers validate product quality, boosting consumer trust and regulatory alignment. As more brands adopt third-party testing, this trend is expected to enhance product transparency and widen consumer reach, ultimately driving stronger market value and compliance-focused growth across the North American dietary supplements landscape.

Functional Powder Supplements Diversifying Applications and Expanding North America Dietary Supplements Market Opportunity

In March 2024, Laboratoire PYC unveiled 10 stick-pack food supplement concepts at Vitafoods, targeting sleep, vitality, digestion, and more. With consumer preference leaning toward on-the-go and personalized wellness formats, such innovations elevate product versatility. As convenience and targeted nutrition become dominant drivers, these powder-based formulations are likely to enhance product penetration, broaden consumer appeal, and significantly bolster the North American dietary supplements market over the forecast period.

Advent of Innovative Protein Mixing Technologies to Optimize Production and Boost North America Dietary Supplements Market Value

In May 2024, Tetra Pak launched an Industrial Protein Mixer designed to reduce foam-related protein loss by up to EUR 250,000 (USD 270,000) per site annually. This innovation significantly improves efficiency in manufacturing protein-based supplements. By lowering production waste and enhancing yield, manufacturers can scale operations faster and meet rising demand. The technology is expected to uplift cost-efficiency, product availability, and the overall market performance of protein supplements in North America.

Launch of New Products to Meet Rising North America Dietary Supplements Market Demand

In January 2024, OptiBiotix announced LeanBiome's launch in MuscleTech products, integrating microbiome health with sports nutrition. Designed to enhance lean muscle and digestive wellness, LeanBiome supports gut diversity in high-protein diets. As awareness of gut-health's role in athletic performance rises, such dual-function products attract a wider consumer base. This trend is poised to stimulate product innovation, competitive differentiation, and market expansion within North America's dietary supplements sector.

North America Dietary Supplements Market Segmentation

North America Dietary Supplements Market Report and Forecast 2025-2034 offers a detailed analysis of the market based on the following segments:

Market Breakup by Type

- Proteins and Amino Acids
- Vitamins and Minerals
- Botanicals
- Probiotics
- Others

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Market Breakup by Form

- Tablets
- Powders
- Liquids
- Soft Gels
- Others

Market Breakup by Application

- Energy and Weight Management
- Diabetes
- Anti-cancer
- Anti-aging
- Immunity
- Cardiac Health
- Others

Market Breakup by Distribution Channel

- Supermarkets and Hypermarkets
- Pharmacies and Drug Stores
- Online
- Others

Market Breakup by Region

- United States
- Canada

North America Dietary Supplements Market Share

Immunity to Lead the Market Segmentation by Application

Immunity-focused supplements are expected to lead in North America, propelled by growing awareness of preventive health and frequent demand spikes during illness seasons. Products enriched with vitamin C, zinc, and probiotics see steady and seasonal surges in consumer purchases. Innovations in combined formulas, such as vitamin-mineral blends with herbal extracts, drive consumer interest. With increasingly health-savvy populations and recurrent interest in immune resilience, this application segment is set to spearhead growth and retain a significant market share.

North America Dietary Supplements Market Analysis by Region

The United States is expected to hold the largest market share primarily due to its high consumer spending, strong fitness culture, and widespread prevalence of chronic conditions like obesity and cardiovascular diseases. A growing inclination toward preventive healthcare and a robust direct-to-consumer supplement industry further fuels this dominance. Meanwhile, Canada is witnessing steady growth, supported by increasing aging populations and government-backed wellness programs promoting nutritional

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supplementation across rural and urban communities.

Leading Players in the North America Dietary Supplements Market

The key features of the market report comprise funding and investment analysis, and strategic initiatives by the leading players. The major companies in the market are as follows:

Amway Corp.

Amway Corp., headquartered in Ada, Michigan, was founded in 1959 and is a leading health and wellness company globally. In the North America dietary supplements market, Amway is renowned for its Nutrilite brand, offering a wide portfolio of vitamins, minerals, and plant-based supplements. The company focuses on using organic ingredients, with traceable farming practices and scientific validation, catering to growing consumer demand for natural and clean-label supplements across categories like immunity, heart health, and energy support.

Glanbia plc

Glanbia plc, established in 1997 and headquartered in Kilkenny, Ireland, operates extensively in North America through its Glanbia Performance Nutrition segment. It offers leading brands such as Optimum Nutrition and BSN, providing protein powders, pre-workouts, and wellness supplements. The company plays a pivotal role in the dietary supplements market with innovations in functional nutrition, plant-based products, and sports supplements, catering to fitness enthusiasts and health-conscious consumers across the United States and Canada.

Abbott

Founded in 1888 and headquartered in Illinois, USA, Abbott is a global healthcare leader with a strong presence in the North America dietary supplements market. Its portfolio includes well-known brands like Ensure, Pedialyte, and ZonePerfect, addressing nutritional needs across age groups. Abbott emphasizes science-backed formulations for immune support, muscle health, and recovery. The company's continued investment in research and personalized nutrition enables it to meet the evolving dietary preferences and clinical nutrition demands of North American consumers.

Bayer AG

Bayer AG, founded in 1863 and headquartered in Leverkusen, Germany, holds a significant footprint in the North American dietary supplements market through its Consumer Health division. Its brands like One A Day, Flintstones, and Redoxon offer multivitamins and targeted supplements for immunity, bone health, and general wellness. Bayer combines pharmaceutical-grade research with consumer insights to develop effective supplements. Its trusted legacy and focus on innovation have helped it maintain strong market positioning across the U.S. and Canadian supplement sectors.

Other key players in the market include Pfizer Inc., Nu Skin Enterprises Inc., Archer Daniels Midland Company, Herbalife International of America, Inc., Nature's Sunshine Products, Inc., and GlaxoSmithKline plc.

Key Questions Answered in the North America Dietary Supplements Market

- What was the North America dietary supplements market value in 2024?
- What is the North America dietary supplements market forecast outlook for 2025-2034?
- What are the major factors aiding the North America dietary supplements market demand?

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- How has the market performed so far, and how is it anticipated to perform in the coming years?
- What are the market's major drivers, opportunities, and restraints?
- What are the major North America dietary supplements market trends?
- Which type will lead the market segment?
- Which form will lead the market segment?
- Which application will lead the market segment?
- Which distribution channel will lead the market segment?
- Who are the key players involved in the North America dietary supplements market?
- What is the patent landscape of the market?
- What are the current unmet needs and challenges in the market?
- How are partnerships, collaborations, mergers, and acquisitions among the key market players shaping the market dynamics?

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