

## **United States Dietary Supplements Market Size and Share - Outlook Report, Forecast Trends and Growth Analysis (2025-2034)**

Market Report | 2025-06-20 | 250 pages | EMR Inc.

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### **Report description:**

The United States dietary supplements market was valued at USD 36.96 Billion in 2024, driven by rising health consciousness and preventive healthcare awareness, and increasing availability of personalized supplements through e-commerce and digital platforms across the region. The market is anticipated to grow at a CAGR of 3.44% during the forecast period of 2025-2034, with the values likely to reach USD 51.83 Billion by 2034. The market benefits from high consumer spending on health and wellness, supported by innovation in botanical and clean-label supplements.

The increasing prevalence of chronic health conditions is also influencing purchasing patterns. The estimated 24.4 million individuals diagnosed with diabetes as of 2022 represent a large consumer group seeking non-pharmaceutical support for blood sugar management. Supplements containing ingredients such as berberine, cinnamon extract, chromium, and alpha-lipoic acid have seen rising demand, often used alongside lifestyle interventions. Regulatory oversight from bodies such as the FDA and the FTC, though less strict than in some European countries, still provides a framework that encourages responsible product marketing and helps build consumer trust. This is especially important given the wide variety of brands and products in the market.

### **United States Dietary Supplements Market Overview**

Dietary supplements are products intended to supplement the diet and provide essential nutrients such as vitamins, minerals, herbs, amino acids, or enzymes. They are commonly used to support overall health, improve nutritional intake, and address specific health concerns. The dietary supplements market in the United States is experiencing significant growth, driven by rising health awareness, an aging population, and increasing demand for preventive healthcare. Consumers are increasingly adopting supplements to enhance immunity, manage chronic conditions, and improve wellness. The market is poised to grow at a CAGR of 3.44% during the forecast period of 2025-2034, supported by innovation, product diversification, and strong regulatory frameworks.

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## United States Dietary Supplements Market Growth Drivers

### Emphasis on Boosting Immunity to Boost Growth in the Market

Rising consumer reliance on dietary supplements for immune support is a significant driver of market growth in the United States. In February 2025, a study published by the National Institutes of Health in JAMA Network Open revealed that approximately 1 in 9 U.S. adults used dietary supplements for immune benefits before the COVID-19 pandemic. The findings showed that over 60% of users were influenced by product labels rather than healthcare professional recommendations. This growing consumer preference for self-directed immunity solutions, despite limited medical guidance, continues to support expansion in the dietary supplements market.

### United States Dietary Supplements Market Trends

The market is experiencing several key trends, including the growing adoption of dietary supplements driven by widespread vitamin D deficiency and the reinforcement of regulatory frameworks.

#### Rising Adoption of Dietary Supplements Due to Widespread Vitamin D Deficiency to Elevate Market Value

The increasing adoption of dietary supplements, primarily driven by the widespread prevalence of vitamin D deficiency across various age groups is a notable trend in the United States. As reported by Jasleen Kaur et al., 2025, 50% to 60% of nursing home residents and hospitalized patients are vitamin D deficient, along with 35% of adults and 61% of older adults. Additionally, nearly half of African American and Caucasian infants are affected. This growing nutritional concern is encouraging consumers to incorporate vitamin D supplements into their daily routines, a shift that is expected to significantly enhance the growth of the market.

#### Strengthening Regulatory Framework to Foster Innovation in the United States Dietary Supplements Market

The dietary supplements market in the United States is witnessing a trend toward enhanced regulatory oversight aimed at improving transparency and safety. In April 2024, the U.S. Food and Drug Administration (FDA) released a draft guidance on New Dietary Ingredient Notification Master Files. This initiative provides clearer recommendations for submitting ingredient-related data, reflecting growing regulatory efforts that are likely to support market confidence and drive sustainable growth.

### United States Dietary Supplements Market Segmentation

"The United States 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

#### Market Breakup by Form

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- 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

#### United States Dietary Supplements Market Share

##### Energy and Weight Management to Hold Significant Market Share for Segmentation by Application

Among the various applications, the energy and weight management segment is anticipated to emerge as the leading contributor to the market. This prominence reflects growing consumer focus on physical fitness, metabolic health, and lifestyle-related wellness. According to the Centers for Disease Control and Prevention (CDC), 40.35% of United States adults were classified as obese, with the highest rates observed in the 40-59 age group. These trends are fueling the demand for supplements aimed at managing weight and enhancing energy levels, positioning this segment at the forefront of market growth. Other significant application areas include diabetes, anti-cancer, anti-aging, immunity, cardiac health, and others, each contributing to the expanding role of dietary supplements in preventive and supportive healthcare.

#### Leading Players in the United States 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:

##### Nestle S.A.

Nestle S.A., founded in 1866 and based in Vevey, Switzerland, is a global leader in health science and nutrition. Through Nestle Health Science, the company provides specialized dietary supplements, including high-protein and disease-specific oral nutritional products. Its offerings support clinical nutrition and therapeutic care, marking Nestle as a key contributor to the global dietary supplements market.

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## Bayer AG

Established in 1863 and headquartered in Leverkusen, Germany, Bayer AG is a leading pharmaceutical and life sciences company. Its Consumer Health division delivers vitamin and mineral supplements targeting nutritional gaps across age groups. It enhanced its global footprint through its Nutrient Gap Initiative and partnerships focused on expanding access to essential dietary supplements.

## Reckitt Benckiser Group Plc

Reckitt Benckiser Group Plc, established in 1823, operates globally in consumer health and nutrition. The company launched Bodi-Ome, a probiotic supplement line formulated to support digestive, immune, vaginal, and cardiovascular health. Through this innovation, Reckitt reinforces its position in the dietary supplements market by delivering science-backed, personalized nutrition solutions for diverse health needs.

## Abbott Laboratories

Headquartered in Abbott Park, Illinois, and founded in 1888, Abbott Laboratories is a prominent player in nutrition. The company produces widely recognized dietary supplements, including Pedialyte for rehydration and Similac for infant nutrition. Abbott remains a key contributor to the United States dietary supplements market through its focus on clinically validated, nutrition-focused health products.

Other key players in the market are Nu Skin Enterprises, Inc., Procter & Gamble Co., Alticor Global Holdings Inc. (Amway Corp.), Glanbia Plc, Herbalife Ltd., Nature's Sunshine Products, Inc., Perrigo Company Plc, and others.

## Key Questions Answered in the United States Dietary Supplements Market

- What was the United States dietary supplements market value in 2024?
- What is the United States dietary supplements market forecast outlook for 2025-2034?
- What major factors aid the demand for the United States dietary supplements market?
- 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 United States dietary supplements market trends?
- Which type is expected to dominate the market segment?
- Which form is projected to lead the market segment?
- Which application is anticipated to drive the market segment?
- Which distribution channel is likely to dominate the market segment?
- Who are the key players in the United States dietary supplements 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?

## More Insights On:

Probiotic Dietary Supplements Market

Dietary Supplements Market

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Southeast Asia Dietary Supplements Market

Colombia Dietary Supplements Market

Australia Dietary Supplements Market

Japan Dietary Supplements Market

Canada Dietary Supplements Market

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