

Liquid Dietary Supplements Market Report and Forecast 2025-2034

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Report description:

The global liquid dietary supplements market was valued at USD 32.17 Billion in 2024, driven by rising consumer preference for convenient and easily absorbable nutritional supplements and increasing health awareness and focus on preventive healthcare among aging populations across the globe. The market is anticipated to grow at a CAGR of 8.10% during the forecast period of 2025-2034, with the values likely to reach USD 70.10 Billion by 2034. Product innovations, including organic and plant-based supplements, are expected to enhance market expansion during the forecast period.

Liquid Dietary Supplements Market Overview

Liquid dietary supplements are liquid formulations containing essential nutrients such as vitamins, minerals, and herbs. They support general health and are preferred for their ease of intake and quick absorption. The market is expanding steadily, driven by rising health consciousness, aging demographics, and the growing focus on preventive care. The market was valued at USD 32.17 Billion in 2024. Increased demand for personalized nutrition, innovations in delivery systems, and the rise of e-commerce and direct-to-consumer sales are boosting market growth. Additionally, the shift toward natural and plant-based ingredients is influencing product development and consumer preferences worldwide.

Liquid Dietary Supplements Market Growth Drivers

Rising Global Hunger Rates Significantly to Boost Market Growth

The increasing prevalence of global hunger is a major factor driving substantial growth in the liquid dietary supplements market. According to UNICEF data released in June 2024, approximately 733 million people worldwide faced hunger in 2023, equating to 1 in 11 individuals globally. This concerning statistic highlights the urgent and growing need for accessible, nutrient-rich solutions. As a result, demand for liquid dietary supplements, which provide convenient and efficient nutritional support, is rising sharply. This is anticipated to contribute significantly to the overall market expansion in the coming years.

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Liquid Dietary Supplements Market Trends

Key trends in the market include the increasing preference for liquid multivitamins and the rapid adoption of liquid dietary supplements by the masses.

Growing Preference for Liquid Multivitamins Driving Expansion in the Market

The market is experiencing a notable shift as consumers increasingly seek convenient and easily absorbable forms of nutrition. Liquid multivitamins, which offer faster absorption and enhanced bioavailability compared to traditional tablets, are gaining popularity across all age groups. For instance, in March 2025, New Chapter introduced a comprehensive liquid multivitamin containing 22 essential vitamins and minerals, designed for family-wide consumption with natural flavors and clean ingredients. This trend toward user-friendly, nutrient-rich liquid supplements is expected to significantly fuel market growth in the coming years.

Innovations in Product Formulation to Accelerate the Liquid Dietary Supplements Market Value

The market is witnessing a robust growth, fueled by rising consumer preference for convenient, scientifically formulated hydration and wellness products. In April 2025, Hindustan Unilever Limited introduced Liquid I.V. to the Indian market, marking a significant milestone in the brand's international expansion beyond established markets such as the United States, United Kingdom, China, Canada, Australia, and Mexico. Since Unilever acquired Liquid I.V. in 2020, the brand has achieved remarkable growth, quadrupling in size and establishing itself as the leading powdered hydration supplement worldwide. This ongoing trend towards functional, on-the-go liquid supplements with clean, effective formulations is expected to drive sustained growth and innovation within the global liquid dietary supplements market.

Liquid Dietary Supplements Market Segmentation

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

Market Breakup by Ingredients

- Vitamins and Minerals
- Botanical
- Proteins and Amino Acids
- Others

Market Breakup by Application

- Bone and Joint Health
- Heart Health
- Immune Health
- Sports Nutrition
- Weight Loss
- Digestive Health
- Others

Market Breakup by Distribution Channel

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- Hypermarkets/Supermarkets
- Health and Beauty Retail Stores
- Drug Stores
- Online Pharmacies and E-Commerce Sites
- Medical

Market Breakup by Gender

- Male
- Female

Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Liquid Dietary Supplements Market Share

Vitamins and Minerals Expected to Lead the Market by Ingredient

Ingredients such as vitamins and minerals, botanicals, proteins, and amino acids, along with other components, constitute the core foundation of the market share by ingredient. Among these, vitamins and minerals are expected to lead the market, driven by their essential role in promoting overall health, preventing nutrient deficiencies, and enhancing immune function. In February 2024, the United Kingdom witnessed the launch of icesupp, the country's first frozen oral nutritional supplement. This product uniquely combines vitamins, minerals, and plant-based proteins to deliver a refreshing, easy-to-consume solution specifically designed for patients experiencing difficulties with traditional supplement formats, underscoring the growing demand for convenient, nutrient-rich alternatives in the market.

Liquid Dietary Supplements Market Analysis by Region

The liquid dietary supplements market covers major regions including North America, Europe, Asia Pacific, Latin America, and the Middle East and Africa. North America is expected to have a substantial share in the market, driven by increasing health awareness and a significant prevalence of chronic diseases such as diabetes. According to the National Institutes of Health (NIH), in 2021, approximately 38.4 million people in the United States had diabetes, representing 11.6% of the population. This high disease burden fuels demand for liquid dietary supplements aimed at improving health outcomes. Asia Pacific is witnessing significant growth in the market, supported by rapid urbanization, a growing middle class, and rising health consciousness across countries.

Leading Players in the Liquid 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:

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Abbott Laboratories Co.

Abbott Laboratories, established in 1888 and headquartered in Abbott Park, Illinois, is a leading player in the liquid dietary supplements market. The company offers Ensure Liquid, a complete and balanced nutritional supplement available in vanilla and strawberry flavors. Ensure Liquid supports daily nutrition and tube feeding with 28 essential vitamins and minerals, omega-3 fatty acids, and is lactose- and gluten-free, addressing diverse dietary needs globally.

Herbalife International of America, Inc.

Established in 1980 and headquartered in Los Angeles, California, Herbalife International of America, Inc., specializes in nutrition and wellness products. The company offers a wide range of liquid dietary supplements, including protein shakes like the Formula 1 Healthy Meal Nutritional Shake Mix and the GLP-1 Nutrition Companion series. Herbalife actively contributes to the global liquid dietary supplements market by providing meal replacements and performance-enhancing nutrition solutions.

BASF SE

BASF SE, established in 1865 and headquartered in Ludwigshafen, Germany, is a global leader in chemical production and animal nutrition. In the liquid dietary supplements market, BASF specializes in high-quality vitamin E acetate products, including oils and powders, designed for use in vitamin blends, premixes, and liquid feeds. Their offerings support nutritional quality and sustainability in animal feed formulations.

GlaxoSmithKline plc

Headquartered in London, UK, GlaxoSmithKline plc, is a leading global healthcare company. It offers a diverse product portfolio including vaccines, specialty medicines, and general medicines such as vitamins, minerals, and nutritionals. The company offers a dietary supplements market, GSK's vitamins and calcium range serves over 10 million patients annually, highlighting its active role in nutritional health solutions worldwide.

Other key players in the market are Koninklijke DSM N.V., Amway Corp., and others.

Key Questions Answered in the Liquid Dietary Supplements Market

- What was the liquid dietary supplements market value in 2024?
- What is the liquid dietary supplements market forecast outlook for 2025-2034?
- What major factors aid the demand for the liquid 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 liquid dietary supplements market trends?
- Which ingredient is expected to dominate the market segment?
- Which application is projected to lead the market segment?
- Which distribution channel is anticipated to drive the market segment?
- Which end use is likely to dominate the market segment?
- Who are the key players in the liquid 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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Table of Contents:

- 1 Preface
 - 1.1 Objectives of the Study
 - 1.2 Key Assumptions
 - 1.3 Report Coverage - Key Segmentation and Scope
 - 1.4 Research Methodology
- 2 Executive Summary
- 3 Global Liquid Dietary Supplements Market Overview
 - 3.1 Global Liquid Dietary Supplements Market Historical Value (2018-2024)
 - 3.2 Global Liquid Dietary Supplements Market Forecast Value (2025-2034)
- 4 Vendor Positioning Analysis
 - 4.1 Key Vendors
 - 4.2 Prospective Leaders
 - 4.3 Niche Leaders
 - 4.4 Disruptors
- 5 Global Liquid Dietary Supplements Market Landscape*
 - 5.1 Global Liquid Dietary Supplements Market: Developers Landscape
 - 5.1.1 Analysis by Year of Establishment
 - 5.1.2 Analysis by Company Size
 - 5.1.3 Analysis by Region
 - 5.2 Global Liquid Dietary Supplements Market: Product Landscape
 - 5.2.1 Analysis by Ingredients
 - 5.2.2 Analysis by Application
- 6 Global Liquid Dietary Supplements Market Dynamics
 - 6.1 Market Drivers and Constraints
 - 6.2 SWOT Analysis
 - 6.2.1 Strengths
 - 6.2.2 Weaknesses
 - 6.2.3 Opportunities
 - 6.2.4 Threats
 - 6.3 PESTEL Analysis
 - 6.3.1 Political
 - 6.3.2 Economic
 - 6.3.3 Social
 - 6.3.4 Technological
 - 6.3.5 Legal
 - 6.3.6 Environment
 - 6.4 Porter's Five Forces Model
 - 6.4.1 Bargaining Power of Suppliers
 - 6.4.2 Bargaining Power of Buyers
 - 6.4.3 Threat of New Entrants
 - 6.4.4 Threat of Substitutes
 - 6.4.5 Degree of Rivalry
 - 6.5 Key Demand Indicators
 - 6.6 Key Price Indicators
 - 6.7 Industry Events, Initiatives, and Trends
 - 6.8 Value Chain Analysis

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- 7 Global Liquid Dietary Supplements Market Segmentation (218-2034)
- 7.1 Global Liquid Dietary Supplements Market (2018-2034) by Ingredients
 - 7.1.1 Market Overview
 - 7.1.2 Vitamins and Minerals
 - 7.1.3 Botanical
 - 7.1.4 Proteins and Amino Acids
 - 7.1.5 Others
- 7.2 Global Liquid Dietary Supplements Market (2018-2034) by Application
 - 7.2.1 Market Overview
 - 7.2.2 Bone and Joint Health
 - 7.2.3 Heart Health
 - 7.2.4 Immune Health
 - 7.2.5 Sports Nutrition
 - 7.2.6 Weight Loss
 - 7.2.7 Digestive Health
 - 7.2.8 Others
- 7.3 Global Liquid Dietary Supplements Market (2018-2034) by Distribution Channel
 - 7.3.1 Market Overview
 - 7.3.2 Hypermarkets/Supermarkets
 - 7.3.3 Health and Beauty Retail Stores
 - 7.3.4 Drug Stores
 - 7.3.5 Online Pharmacies and E-Commerce Sites
 - 7.3.6 Medical
- 7.4 Global Liquid Dietary Supplements Market (2018-2034) by Gender
 - 7.4.1 Market Overview
 - 7.4.2 Male
 - 7.4.3 Female
- 7.5 Global Liquid Dietary Supplements Market (2018-2034) by Region
 - 7.5.1 Market Overview
 - 7.5.2 North America
 - 7.5.3 Europe
 - 7.5.4 Asia Pacific
 - 7.5.5 Latin America
 - 7.5.6 Middle East and Africa
- 8 North America Liquid Dietary Supplements Market (218-2034)
- 8.1 North America Liquid Dietary Supplements Market (2018-2034) by Ingredients
 - 8.1.1 Market Overview
 - 8.1.2 Vitamins and Minerals
 - 8.1.3 Botanical
 - 8.1.4 Proteins and Amino Acids
 - 8.1.5 Others
- 8.2 North America Liquid Dietary Supplements Market (2018-2034) by Application
 - 8.2.1 Market Overview
 - 8.2.2 Bone and Joint Health
 - 8.2.3 Heart Health
 - 8.2.4 Immune Health
 - 8.2.5 Sports Nutrition

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- 8.2.6 Weight Loss
- 8.2.7 Digestive Health
- 8.2.8 Others
- 8.3 North America Liquid Dietary Supplements Market (2018-2034) by Distribution Channel
 - 8.3.1 Market Overview
 - 8.3.2 Hypermarkets/Supermarkets
 - 8.3.3 Health and Beauty Retail Stores
 - 8.3.4 Drug Stores
 - 8.3.5 Online Pharmacies and E-Commerce Sites
 - 8.3.6 Medical
- 8.4 North America Liquid Dietary Supplements Market (2018-2034) by Gender
 - 8.4.1 Market Overview
 - 8.4.2 Male
 - 8.4.3 Female
- 8.5 North America Liquid Dietary Supplements Market (2018-2034) by Country
 - 8.5.1 United States of America
 - 8.5.1.1 United States of America Liquid Dietary Supplements Market (2018-2034) by Ingredients
 - 8.5.2 Canada
 - 8.5.2.1 Canada Liquid Dietary Supplements Market (2018-2034) by Ingredients
- 9 Europe Liquid Dietary Supplements Market (218-2034)
 - 9.1 Europe Liquid Dietary Supplements Market (2018-2034) by Ingredients
 - 9.1.1 Market Overview
 - 9.1.2 Vitamins and Minerals
 - 9.1.3 Botanical
 - 9.1.4 Proteins and Amino Acids
 - 9.1.5 Others
 - 9.2 Europe Liquid Dietary Supplements Market (2018-2034) by Application
 - 9.2.1 Market Overview
 - 9.2.2 Bone and Joint Health
 - 9.2.3 Heart Health
 - 9.2.4 Immune Health
 - 9.2.5 Sports Nutrition
 - 9.2.6 Weight Loss
 - 9.2.7 Digestive Health
 - 9.2.8 Others
 - 9.3 Europe Liquid Dietary Supplements Market (2018-2034) by Distribution Channel
 - 9.3.1 Market Overview
 - 9.3.2 Hypermarkets/Supermarkets
 - 9.3.3 Health and Beauty Retail Stores
 - 9.3.4 Drug Stores
 - 9.3.5 Online Pharmacies and E-Commerce Sites
 - 9.3.6 Medical
 - 9.4 Europe Liquid Dietary Supplements Market (2018-2034) by Gender
 - 9.4.1 Market Overview
 - 9.4.2 Male
 - 9.4.3 Female
 - 9.5 Europe Liquid Dietary Supplements Market (2018-2034) by Country

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- 9.5.1 United Kingdom
 - 9.5.1.1 United Kingdom Liquid Dietary Supplements Market (2018-2034) by Ingredients
- 9.5.2 Germany
 - 9.5.2.1 Germany Liquid Dietary Supplements Market (2018-2034) by Ingredients
- 9.5.3 France
 - 9.5.3.1 France Liquid Dietary Supplements Market (2018-2034) by Ingredients
- 9.5.4 Italy
 - 9.5.4.1 Italy Liquid Dietary Supplements Market (2018-2034) by Ingredients
- 9.5.5 Others
- 10 Asia Pacific Liquid Dietary Supplements Market (218-2034)
 - 10.1 Asia Pacific Liquid Dietary Supplements Market (2018-2034) by Ingredients
 - 10.1.1 Market Overview
 - 10.1.2 Vitamins and Minerals
 - 10.1.3 Botanical
 - 10.1.4 Proteins and Amino Acids
 - 10.1.5 Others
 - 10.2 Asia Pacific Liquid Dietary Supplements Market (2018-2034) by Application
 - 10.2.1 Market Overview
 - 10.2.2 Bone and Joint Health
 - 10.2.3 Heart Health
 - 10.2.4 Immune Health
 - 10.2.5 Sports Nutrition
 - 10.2.6 Weight Loss
 - 10.2.7 Digestive Health
 - 10.2.8 Others
 - 10.3 Asia Pacific Liquid Dietary Supplements Market (2018-2034) by Distribution Channel
 - 10.3.1 Market Overview
 - 10.3.2 Hypermarkets/Supermarkets
 - 10.3.3 Health and Beauty Retail Stores
 - 10.3.4 Drug Stores
 - 10.3.5 Online Pharmacies and E-Commerce Sites
 - 10.3.6 Medical
 - 10.4 Asia Pacific Liquid Dietary Supplements Market (2018-2034) by Gender
 - 10.4.1 Market Overview
 - 10.4.2 Male
 - 10.4.3 Female
 - 10.5 Asia Pacific Liquid Dietary Supplements Market (2018-2034) by Country
 - 10.5.1 China
 - 10.5.1.1 China Liquid Dietary Supplements Market (2018-2034) by Ingredients
 - 10.5.2 Japan
 - 10.5.2.1 Japan Liquid Dietary Supplements Market (2018-2034) by Ingredients
 - 10.5.3 India
 - 10.5.3.1 India Liquid Dietary Supplements Market (2018-2034) by Ingredients
 - 10.5.4 ASEAN
 - 10.5.4.1 ASEAN Liquid Dietary Supplements Market (2018-2034) by Ingredients
 - 10.5.5 Australia
 - 10.5.5.1 Australia Liquid Dietary Supplements Market (2018-2034) by Ingredients

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- 10.5.6 Others
- 11 Latin America Liquid Dietary Supplements Market (218-2034)
 - 11.1 Latin America Liquid Dietary Supplements Market (2018-2034) by Ingredients
 - 11.1.1 Market Overview
 - 11.1.2 Vitamins and Minerals
 - 11.1.3 Botanical
 - 11.1.4 Proteins and Amino Acids
 - 11.1.5 Others
 - 11.2 Latin America Liquid Dietary Supplements Market (2018-2034) by Application
 - 11.2.1 Market Overview
 - 11.2.2 Bone and Joint Health
 - 11.2.3 Heart Health
 - 11.2.4 Immune Health
 - 11.2.5 Sports Nutrition
 - 11.2.6 Weight Loss
 - 11.2.7 Digestive Health
 - 11.2.8 Others
 - 11.3 Latin America Liquid Dietary Supplements Market (2018-2034) by Distribution Channel
 - 11.3.1 Market Overview
 - 11.3.2 Hypermarkets/Supermarkets
 - 11.3.3 Health and Beauty Retail Stores
 - 11.3.4 Drug Stores
 - 11.3.5 Online Pharmacies and E-Commerce Sites
 - 11.3.6 Medical
 - 11.4 Latin America Liquid Dietary Supplements Market (2018-2034) by Gender
 - 11.4.1 Market Overview
 - 11.4.2 Male
 - 11.4.3 Female
 - 11.5 Latin America Liquid Dietary Supplements Market (2018-2034) by Country
 - 11.5.1 Brazil
 - 11.5.1.1 Brazil Liquid Dietary Supplements Market (2018-2034) by Ingredients
 - 11.5.2 Argentina
 - 11.5.2.1 Argentina Liquid Dietary Supplements Market (2018-2034) by Ingredients
 - 11.5.3 Mexico
 - 11.5.3.1 Mexico Liquid Dietary Supplements Market (2018-2034) by Ingredients
 - 11.5.4 Others
- 12 Middle East and Africa Liquid Dietary Supplements Market (218-2034)
 - 12.1 Middle East and Africa Liquid Dietary Supplements Market (2018-2034) by Ingredients
 - 12.1.1 Market Overview
 - 12.1.2 Vitamins and Minerals
 - 12.1.3 Botanical
 - 12.1.4 Proteins and Amino Acids
 - 12.1.5 Others
 - 12.2 Middle East and Africa Liquid Dietary Supplements Market (2018-2034) by Application
 - 12.2.1 Market Overview
 - 12.2.2 Bone and Joint Health
 - 12.2.3 Heart Health

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- 12.2.4 Immune Health
- 12.2.5 Sports Nutrition
- 12.2.6 Weight Loss
- 12.2.7 Digestive Health
- 12.2.8 Others
- 12.3 Middle East and Africa Liquid Dietary Supplements Market (2018-2034) by Distribution Channel
- 12.3.1 Market Overview
- 12.3.2 Hypermarkets/Supermarkets
- 12.3.3 Health and Beauty Retail Stores
- 12.3.4 Drug Stores
- 12.3.5 Online Pharmacies and E-Commerce Sites
- 12.3.6 Medical
- 12.4 Middle East and Africa Liquid Dietary Supplements Market (2018-2034) by Gender
- 12.4.1 Market Overview
- 12.4.2 Male
- 12.4.3 Female
- 12.5 Middle East and Africa Liquid Dietary Supplements Market (2018-2034) by Country
- 12.5.1 Saudi Arabia
- 12.5.1.1 Saudi Arabia Liquid Dietary Supplements Market (2018-2034) by Ingredients
- 12.5.2 United Arab Emirates
- 12.5.2.1 United Arab Emirates Liquid Dietary Supplements Market (2018-2034) by Ingredients
- 12.5.3 Nigeria
- 12.5.3.1 Nigeria Liquid Dietary Supplements Market (2018-2034) by Ingredients
- 12.5.4 South Africa
- 12.5.4.1 South Africa Liquid Dietary Supplements Market (2018-2034) by Ingredients
- 12.5.5 Others
- 13 Regulatory Framework
- 13.1 Regulatory Overview
- 13.2 US FDA
- 13.3 EU EMA
- 13.4 INDIA CDSCO
- 13.5 JAPAN PMDA
- 13.6 Others
- 14 Funding and Investment Analysis
- 14.1 Analysis by Funding Instances
- 14.2 Analysis by Type of Initiatives
- 14.3 Analysis by Funding Amount
- 14.4 Analysis by Leading Players
- 14.5 Analysis by Leading Investors
- 14.6 Analysis by Geography
- 15 Strategic Initiatives
- 15.1 Analysis by Partnership Instances
- 15.2 Analysis by Type of Initiatives
- 15.3 Analysis by Joint Ventures
- 15.4 Analysis by Leading Players
- 15.5 Analysis by Geography
- 16 Supplier Landscape

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- 16.1 Market Share Analysis, By Region (Top 5 Companies)
 - 16.1.1 Market Share Analysis: Global
 - 16.1.2 Market Share Analysis: North America
 - 16.1.3 Market Share Analysis: Europe
 - 16.1.4 Market Share Analysis: Asia Pacific
 - 16.1.5 Market Share Analysis: Others
- 16.2 Abbott Laboratories Co.
 - 16.2.1 Financial Analysis
 - 16.2.2 Product/Service Portfolio
 - 16.2.3 Demographic Reach and Achievements
 - 16.2.4 Company News and Developments
 - 16.2.5 Certifications
- 16.3 Herbalife International of America, Inc.
 - 16.3.1 Financial Analysis
 - 16.3.2 Product/Service Portfolio
 - 16.3.3 Demographic Reach and Achievements
 - 16.3.4 Company News and Developments
 - 16.3.5 Certifications
- 16.4 Koninklijke DSM N.V.
 - 16.4.1 Financial Analysis
 - 16.4.2 Product/Service Portfolio
 - 16.4.3 Demographic Reach and Achievements
 - 16.4.4 Company News and Developments
 - 16.4.5 Certifications
- 16.5 BASF SE
 - 16.5.1 Financial Analysis
 - 16.5.2 Product/Service Portfolio
 - 16.5.3 Demographic Reach and Achievements
 - 16.5.4 Company News and Developments
 - 16.5.5 Certifications
- 16.6 GlaxoSmithKline plc
 - 16.6.1 Financial Analysis
 - 16.6.2 Product/Service Portfolio
 - 16.6.3 Demographic Reach and Achievements
 - 16.6.4 Company News and Developments
 - 16.6.5 Certifications
- 16.7 Amway Corp.
 - 16.7.1 Financial Analysis
 - 16.7.2 Product/Service Portfolio
 - 16.7.3 Demographic Reach and Achievements
 - 16.7.4 Company News and Developments
 - 16.7.5 Certifications
- 16.8 Others
- 17 Global Liquid Dietary Supplements Market - Distribution Model (Additional Insight)
 - 17.1 Overview
 - 17.2 Potential Distributors
 - 17.3 Key Parameters for Distribution Partner Assessment

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