

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

Market Report | 2025-06-20 | 300 pages | EMR Inc.

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### **Report description:**

The Europe dietary supplements market was valued at USD 19.70 Billion in 2024. It is expected to grow at a CAGR of 9.30% in the forecast period of 2025-2034, reaching a value of USD 47.94 Billion by 2034. The market growth is driven by the increasing geriatric population and rising awareness of the benefits of dietary supplements across the region.

#### Europe Dietary Supplements Market Overview

Dietary supplements are products designed to provide essential nutrients that may be missing or insufficient in a person's diet. They come in various forms, including tablets, capsules, powders, gummies, and liquids. Common supplements include vitamins, minerals, amino acids, probiotics, and herbal extracts. Often used to support overall health, enhance immunity, improve digestion, or address specific deficiencies, dietary supplements are a key part of preventive healthcare. They are regulated to ensure safety and efficacy, though they are not intended to replace a balanced diet. Increasing health awareness and personalized nutrition trends continue to drive the growth of the dietary supplements market globally.

#### Europe Dietary Supplements Market Growth Drivers

##### New Innovations and Technology Boosting the Dietary Supplement Market in Europe

Increasing focus on microbiome health and personalised nutrition is driving growth in the market. For instance, in April 2024, DSM-Firmenich introduced Humiome B2, the world's first 'biotic' vitamin designed to deliver targeted vitamin B2 to the colon, enhancing gut microbiome health. With its patented delivery system, Humiome B2 ensures that 90% of the vitamin B2 reaches the colon, a crucial area for microbiota, supporting gut barrier integrity and overall health. This innovation addresses the growing consumer interest in solutions that nurture gut health and its broader impact on immunity, mental health, and metabolism. As personalised supplements become more popular, DSM-Firmenich's groundbreaking technology is poised to boost market growth in

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Europe by offering targeted, science-backed solutions that meet evolving consumer needs.

#### Market Expansion and Innovation Driving Europe Dietary Supplements Market Growth

The market is benefiting from increasing consumer awareness of gut health and probiotics. For instance, in June 2023, ADM announced the opening of a new facility in Valencia, Spain, designed to produce probiotics and postbiotics. This USD 30 million investment significantly increases ADM's production capacity, enabling it to meet the growing global demand for gut health solutions. The facility, the first to produce both probiotics and postbiotics on the same site, supports ADM's goal of expanding its health and wellness business, aiming to boost revenue from over USD 500 million in 2022 to USD 2 billion within 10 years. As more consumers seek probiotics tailored to their health needs, this expansion will drive substantial market growth in Europe, positioning ADM to benefit from the increasing trend towards gut-focused nutrition.

#### Europe Dietary Supplements Market Trends

The market is witnessing several trends and developments to improve the current scenario. Some of the notable trends are as follows:

##### Increasing Demand for Personalized Nutrition Solutions in Europe

The market is experiencing significant growth due to rising demand for personalised nutrition solutions. Consumers are seeking tailored supplements designed to address individual health goals, driven by advancements in health diagnostics and wearable technology. DNA-based testing and AI-driven insights enable customised supplement recommendations, enhancing product efficacy and customer satisfaction. Personalised nutrition aligns with the region's emphasis on preventive healthcare and wellness. With increasing awareness and innovation in delivery formats, this trend is expected to drive sustained growth in the European market over the coming years.

##### Rising Popularity of Plant-Based Supplements to Bolster Europe Dietary Supplements Market Demand

The shift towards plant-based diets is shaping the market, with consumers favouring vegan and botanical products. Driven by environmental awareness and health benefits, plant-based supplements like vegan proteins and herbal extracts are gaining traction. Companies are introducing clean-label, sustainably sourced supplements to meet this demand. This trend is particularly strong in Western Europe, where consumers increasingly prioritise ethical and eco-friendly options. As sustainability continues to influence purchasing decisions, the development of plant-based dietary supplements is expected to be a key driver of market expansion in Europe.

##### Growth of E-Commerce Channels to Enhance Europe Dietary Supplements Market Size

The expansion of e-commerce platforms is boosting the market value of dietary supplements in Europe. Online channels provide consumers with convenience, diverse product offerings, and detailed information for informed choices. Digital platforms are also enabling companies to reach remote areas, expanding their customer base. Subscription models and personalised product recommendations further enhance customer loyalty. With increasing internet penetration and tech-savvy consumers, e-commerce is playing a pivotal role in transforming the market landscape. This trend ensures robust growth, positioning e-commerce as a vital driver of market value in Europe.

##### Emphasis on Regulatory Compliance to Strengthen Europe Dietary Supplements Market Value

Europe's stringent regulatory standards for dietary supplements are fostering consumer trust and market stability. These

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regulations ensure product quality, safety, and accurate labelling, addressing consumer concerns about authenticity and efficacy. Companies are investing in compliance to meet these high standards, enhancing their credibility and competitive edge. This regulatory emphasis is particularly important as consumers become more informed and demand transparency. By building trust, Europe's regulatory framework is not only maintaining market integrity but also driving long-term growth, positioning the region as a leader in quality-driven dietary supplement innovation.

#### Europe Dietary Supplements Market Segmentation

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

##### Market Breakup by Type

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

##### Market Breakup by Form

- Tablets
- Capsules
- Soft Gels
- Powders
- Gummies
- Syrups
- Others

##### Market Breakup by Application

- Energy and Weight Management
- Bone and Joint Health
- Anti-Cancer
- Cardio Health
- Immunity
- Gastrointestinal Health
- Others

##### Market Breakup by Mode of Purchase

- Over the Counter
- Prescription
- Others

##### Market Breakup by Distribution Channel

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

#### Market Breakup by Region

- United Kingdom
- Germany
- France
- Italy
- Others

#### Europe Dietary Supplements Market Share

##### Vitamins Leading the Segment by Product

Vitamins are projected to dominate the segmentation by product, driven by their essential role in overall health, immunity, and addressing nutrient deficiencies. Rising post-pandemic health awareness and the increasing prevalence of vitamin-deficiency-related conditions have fuelled demand. Their adaptability to all age groups, combined with ongoing innovations like chewable and time-release formulations, enhances their appeal. The focus on preventive health and wellness ensures vitamins remain integral to daily regimens. As awareness grows and product innovations continue, the vitamin segment is expected to maintain its leading position and significantly drive market growth in the forecast period.

##### Tablets to Dominate the Europe Dietary Supplements Market Segmentation by Form

Tablets may hold the largest market share due to their cost-effectiveness, durability, and convenience. Favoured by manufacturers for precise dosing and long shelf life, tablets also appeal to consumers for their versatility across various supplements like multivitamins. Innovations such as taste-masking coatings and extended-release technology further bolster their popularity. As affordability and convenience remain key factors, the tablet segment is poised for sustained dominance, driving consistent growth in Europe's dietary supplements market in the years to come.

##### Immunity Supplements to Lead Europe Dietary Supplements Market Share by Application

Immunity supplements are expected to lead the market by application, fuelled by heightened health awareness post-COVID-19 and the growing prevalence of lifestyle diseases. Products such as vitamin C, vitamin D, zinc, and probiotics have become staples in preventive healthcare. Innovations in delivery formats, including gummies and effervescent tablets, appeal to a wide consumer base. As the emphasis on preventive health strengthens, the immunity segment is expected to continue driving market growth, contributing significantly to the region's dietary supplements market expansion during the forecast period.

##### Over-the-Counter Purchases to Hold a Substantial Europe Dietary Supplements Market Value for Segmentation by Mode of Purchase

Over-the-counter (OTC) products likely dominate the market by mode of purchase due to their accessibility and convenience. Widely available in retail stores and online, OTC supplements cater to the rising trend of self-care. Increased marketing efforts,

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awareness campaigns, and the growing variety of OTC formulations enhance their market appeal. With consumers prioritizing autonomy and easy access to health solutions, the OTC segment is poised for steady growth, continuing to dominate the European market in the forecast period.

#### Pharmacies to Lead the Segmentation by Distribution Channel

Pharmacies probably hold the largest market share in the market by distribution channel due to their reliability and professional guidance. Consumers value pharmacies for personalized advice on supplement use, ensuring proper selection and dosage. Pharmacies offer a comprehensive range of products, including prescription-based and OTC options, enhancing their accessibility. The integration of digital tools, such as e-prescriptions, further strengthens their position. As trust and personalised service remain critical, pharmacies are expected to sustain their leadership, driving robust growth in the European dietary supplements market.

#### Europe Dietary Supplements Market Analysis by Region

Germany is poised to lead the market, driven by its well-established healthcare system and robust consumer focus on health and wellness. The country's ageing population increasingly relies on supplements for preventive care, particularly for bone health, immunity, and cardiovascular support. High disposable incomes and widespread health awareness fuel demand for premium and personalised products. Additionally, Germany's strict regulatory framework ensures product quality and safety, fostering consumer trust. The presence of leading manufacturers and ongoing innovations in delivery formats, such as gummies and powders, further solidify its position. With continuous advancements and a health-conscious population, Germany is set to maintain its market leadership in the forecast period.

#### Leading Players in the Europe Dietary Supplements Market

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

##### NOW Health Group, Inc.

Headquartered in Bloomingdale, Illinois, USA, NOW Health Group, Inc. was established in 1968. Renowned for natural dietary supplements, NOW offers vitamins, minerals, and botanicals in the European market. The company emphasises sustainability and innovation, catering to consumers seeking high-quality, natural health products for wellness and nutritional support.

##### Abbott

Founded in 1888, Abbott is headquartered in Abbott Park, Illinois, USA. The company offers a broad range of dietary supplements in Europe, including Ensure, Pedialyte, and Similac. Known for advancing scientific solutions, Abbott focuses on addressing nutritional deficiencies, enhancing immune support, and improving overall health with tailored formulations for diverse demographics.

##### Bayer AG

Bayer AG, headquartered in Leverkusen, Germany, since 1863, is a leader in healthcare and nutrition. The company's dietary supplements portfolio in Europe includes brands like Berocca and Supradyn, focusing on vitamins and minerals. Bayer combines innovation and science-backed solutions to support energy, immunity, and overall well-being across varied consumer segments.

##### Amway Corp.

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Established in 1959 and headquartered in Ada, Michigan, USA, Amway Corp. delivers dietary supplements under its Nutrilite brand in Europe. Known for organic and plant-based products, Amway provides vitamins, minerals, and botanicals. Its farm-to-supplement approach ensures traceability and quality, catering to the health-conscious European market seeking premium, sustainable wellness solutions.

Other key players in the market include Nu Skin Enterprises, Inc., Alfa Laboratories, Inc., Nature's Sunshine Products, Inc., and BioGaia.

#### Key Questions Answered in the Europe Dietary Supplements Market

- What was the Europe dietary supplements market value in 2024?
- What is the dietary supplements market forecast outlook for 2025-2034?
- What is market segmentation based on type?
- How is the market segmented based on form?
- What is market segmentation based on application?
- What is market segmentation based on the mode of purchase?
- How is the market segmented based on distribution channel?
- What are the major factors aiding the dietary supplements market demand?
- 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 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 mode of purchase 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 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?

#### More Insights On

United Kingdom Dietary Supplements Market

Middle East and Africa Dietary Supplements Market

France Dietary Supplements Market

Germany Dietary Supplements Market

Canada Dietary Supplements Market

United States Dietary Supplements Market

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