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Canada Dietary Supplements Market Report and Forecast 2025-2034

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

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Report description:

The Canada dietary supplements market was valued at USD 18.99 Billion in 2024, driven by the increasing emphasis on improving physical well-being, rising health awareness, and adoption of natural nutritional solutions across the region. The market is anticipated to grow at a CAGR of 7.60% during the forecast period of 2025-2034 to achieve a value of USD 39.50 Billion by 2034.

Canada Dietary Supplements Market Overview

Dietary supplements are products designed to complement the diet by providing essential nutrients, such as vitamins, minerals, proteins, amino acids, and herbs. They come in various forms, including tablets, capsules, gummies, powders, and liquids. These supplements aim to fill nutritional gaps in a person's diet, promote health, and support specific wellness goals like immunity, weight management, or mental health. While they are not meant to replace whole foods, they help maintain overall well-being and prevent deficiencies. The use of dietary supplements has grown due to increasing health awareness and the pursuit of personalized nutrition.

Canada Dietary Supplements Market Growth Drivers

Adoption of Probiotic Products to Drive Growth

Rising consumer interest in stress management and digestive health supplements is driving growth in Canada's dietary supplement market. For instance, in March ?2024, Bio-K Plus, a leader in probiotics, introduced its new functional drinkable probiotic, Extra Stress Support with Sensoril. The product combines Bio-K+'s patented probiotic blend with Sensoril, an ashwagandha extract shown to lower cortisol and enhance emotional well-being. This product targets Canadians seeking natural ways to manage stress and support gut health. As demand for such wellness solutions increases, this launch is expected to significantly contribute to market growth in the forecast period.

Preference for Nutrient-Rich Functional Foods to Boost Canada Dietary Supplements Market Demand

The demand for functional foods that offer added nutritional benefits is growing rapidly in Canada. For instance, in September ?2021, Lactalis Canada introduced Astro PROTEIN & FIBRE Yogourt, which provides 14 grams of protein and 4 grams of fibre per serving. This yogurt is designed to help Canadians meet their dietary fibre and protein requirements, with ingredients like oats and inulin offering additional health benefits. With most Canadians falling short of their recommended daily fibre intake, this product is positioned to support their health goals. As functional foods gain traction, this launch is expected to foster continued market growth during the forecast period.

Canada 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:

Rising Demand for Plant-Based and Organic Supplements Boosts Growth

The growing preference for plant-based and organic dietary supplements is reshaping the Canadian market. Consumers increasingly seek sustainable, clean-label products free from artificial additives, aligning with global health and environmental trends. Innovations in plant-based proteins, herbal formulations, and vegan multivitamins attract eco-conscious buyers. Certifications such as organic and non-GMO boost product credibility, further driving adoption. This trend is supported by the rise of vegetarian and vegan lifestyles, as well as awareness of the health benefits of natural ingredients. Manufacturers investing in research and product innovation are poised to capitalise on this expanding segment, driving market value in the forecast period._x000D_

Emphasis on Personalized Nutrition to Boost Canada Dietary Supplements Market Size in the Forecast Period

Personalized nutrition is emerging as a key trend in Canada's dietary supplements market, offering tailored solutions to meet individual health needs. Companies leverage advancements in genetic testing, digital health tools, and data analytics to create customised supplement regimens. This trend caters to consumers seeking targeted health benefits, such as immunity, gut health, or energy. Start-ups and established brands alike are exploring subscription-based services and AI-powered platforms to deliver personalised products. As consumers prioritise precision and efficacy, this trend is set to revolutionise the market, driving growth and fostering innovation during the forecast period._x000D_

Adoption of E-Commerce Channels to Increase Canada Dietary Supplements Market Value

The rapid growth of e-commerce platforms is transforming the Canadian dietary supplements market, offering consumers convenience, variety, and competitive pricing. Online retail channels provide access to a wide range of supplements, including niche and international brands. Personalised recommendations, discounts, and subscription options enhance the consumer experience. This trend is further driven by the pandemic-induced shift towards online shopping and growing digital penetration. Manufacturers and retailers are optimising their online presence through marketing campaigns and user-friendly websites. As e-commerce continues to expand, it plays a crucial role in boosting market value and bridging accessibility gaps across Canada._x000D_

Preference for Immunity Supplements to Boost Canada Dietary Supplements Market Demand

The COVID-19 pandemic has amplified consumer interest in immunity-boosting supplements, a trend that remains strong in Canada. Products rich in vitamins C, D, zinc, and herbal ingredients such as echinacea and elderberry are in high demand. Consumers increasingly prioritise preventative health measures, integrating these supplements into their daily routines. This trend is further supported by rising health awareness and the influence of scientific research promoting immune health. Manufacturers are innovating with combination formulations and functional beverages to capture market share. Immunity supplements are expected to remain a dominant growth driver in the Canadian market during the forecast period._x000D_

Canada Dietary Supplements Market Segmentation

Canada 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
- Probiotics
- Enzymes
- Omega Fatty Acids
- Others

Market Breakup by Form

- Tablets
- Capsules
- Gummies/Chewables
- Powder
- Liquid
- Others

Market Breakup by Application

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

Market Breakup by Mode of Purchase

- Prescription-Based
- Over the counter (OTC)

Market Breakup by End User

- Infants
- Children

- Adults
- Pregnant Women
- Geriatric

Market Breakup by Distribution Channel

- Supermarket/Hypermarkets
- Pharmacies/Health Stores
- Specialty Stores
- Online
- Others

Canada Dietary Supplements Market Share

Proteins and Amino Acids to Lead the Segmentation by Type

Proteins and amino acids may hold the largest share in the market by type due to their critical role in muscle development, weight management, and overall wellness. The increasing popularity of fitness trends, such as bodybuilding and sports nutrition, drives their demand. Additionally, rising awareness of plant-based proteins supports the growth of this segment. Innovations in protein formulations, such as hydrolysed proteins and allergen-free options, enhance market value. With continued investment in research and development, this segment is poised for robust growth, benefiting from its broad application scope and alignment with consumer demand for functional nutrition during the forecast period.

Tablets to Dominate the Canada Dietary Supplements Market Segmentation by Form

Tablets are projected to dominate the market by form, primarily due to their affordability, longer shelf life, and ease of storage. Their versatility in incorporating multiple nutrients in a single dose appeals to consumers seeking convenient and efficient health solutions. Additionally, advancements in coating technologies and extended-release formulas enhance their effectiveness. Tablets are widely available through all distribution channels, making them accessible to a broad audience. This segment is set to sustain its leadership during the forecast period as consumers continue to prioritise cost-effective and reliable supplement options to meet their daily nutritional needs.

Energy and Weight Management to Drive the Share by Application

Energy and weight management supplements are expected to hold the largest market share in Canada by application, driven by increasing obesity rates and rising fitness awareness. Products in this segment cater to consumers seeking enhanced energy levels, weight control, and metabolic health. Ingredients such as green tea extracts, CLA, and L-carnitine are widely favoured. The growing inclination towards active lifestyles and holistic wellness fuels demand. Additionally, innovations in product formulations, such as vegan-friendly and sugar-free options, attract a diverse consumer base. With the ongoing trend of personalised nutrition, this segment is expected to witness continued growth and lead the market in the forecast period.

Over-the-Counter Supplements to Lead the Segmentation by Purchase Mode

The over-the-counter (OTC) segment is poised to hold the largest market share in Canada's dietary supplements market by mode of purchase. Consumers prefer OTC products for their ease of access, affordability, and no-prescription requirement. Pharmacies, supermarkets, and online channels provide extensive OTC options, facilitating market penetration. Rising health awareness, coupled with increasing consumer education about supplement benefits, drives this segment's growth. The segment benefits from robust marketing and promotional strategies by leading brands. With the expansion of e-commerce platforms offering OTC supplements, this segment is expected to maintain its dominance and continue driving market growth during the forecast period.

Adults to Hold a Significant Canada Dietary Supplements Market Value for Segmentation by End-User

Adults are likely to hold the largest end-user segment in Canada's dietary supplements market due to their heightened focus on maintaining optimal health and preventing lifestyle-related conditions. Busy lifestyles and poor dietary habits increase reliance on supplements to meet nutritional gaps. Products targeting immunity, energy, and mental health resonate strongly with this demographic. Rising awareness of preventative healthcare and the influence of fitness trends drive sustained demand. This segment is further bolstered by customised product offerings and gender-specific formulations. As the working-age population grows, the adult segment is poised to lead market growth during the forecast period.

Pharmacies and Health Stores to Dominate the Segmentation by Distribution Channel

Pharmacies and health stores likely hold the largest share in the distribution channel for dietary supplements in Canada. Their trusted reputation, coupled with professional advice from pharmacists, makes them a preferred choice among consumers. A wide range of premium products and exclusive brands are available in these outlets, appealing to health-conscious buyers. Pharmacies also serve as a critical channel for OTC products, ensuring accessibility. With the increasing number of health-conscious consumers, the segment is poised to maintain its leadership, supported by strategic collaborations between supplement manufacturers and retail chains to expand product availability during the forecast period.

Canada Dietary Supplements Market Analysis by Region

The market exhibits significant regional variation, driven by population density, health awareness, and purchasing power. Ontario holds the largest market share, attributed to its high urbanisation, dense population, and access to diverse retail channels. Quebec follows, benefiting from strong consumer awareness and government initiatives promoting health and wellness. Western provinces, including British Columbia and Alberta, showcase growing demand due to an active lifestyle culture and increasing adoption of natural and organic supplements. The Atlantic provinces contribute moderately, with rising interest in health products among smaller populations. Rural areas show slower growth due to limited access to supplements and lower disposable incomes. Regional trends are supported by e-commerce expansion, which bridges accessibility gaps. With increasing investments in infrastructure and targeted marketing campaigns, all regions are poised for steady growth during the forecast period, driven by rising health consciousness and demand for personalised nutrition solutions.

Leading Players in the Canada 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:

Nestle S.A.

Nestle S.A., established in 1866 and headquartered in Vevey, Switzerland, is a global leader in nutrition, health, and wellness. The company offers a broad range of dietary supplements in the Canadian market, focusing on vitamins, minerals, and functional products. Its portfolio includes popular brands like Garden of Life and Vital Proteins, catering to diverse consumer needs such as immunity, gut health, and sports nutrition. Nestle emphasises innovation and sustainability, aligning its products with consumer preferences for clean-label and plant-based solutions.

Nu Skin Enterprises, Inc.

Nu Skin Enterprises, Inc., founded in 1984 and headquartered in Provo, Utah, specialises in wellness and personal care products. It offers premium dietary supplements under its Pharmanex brand in the Canadian market, focusing on anti-ageing, immunity, and overall wellness. Nu Skin integrates scientific innovation with natural ingredients, leveraging advanced technology to ensure product efficacy. The company is recognised for its commitment to personalised nutrition, using tools like its BioPhotonic Scanner to assess nutritional needs. Nu Skin's direct-selling model and online presence strengthen its market reach across Canada.

Bayer AG

Bayer AG, established in 1863 and headquartered in Leverkusen, Germany, is a global pharmaceutical and life sciences company with a strong presence in Canada's dietary supplements market. Its portfolio includes trusted brands such as One A Day and Flintstones, offering a wide range of multivitamins and minerals targeting various demographics. Bayer focuses on preventive healthcare and functional nutrition, addressing needs like bone health, immunity, and energy. The company's commitment to research and development ensures high-quality, science-backed products, making it a prominent player in the Canadian supplements industry.

Procter & Gamble Co.

Procter & Gamble Co. (P&G), founded in 1837 and headquartered in Cincinnati, Ohio, is a multinational consumer goods company with a growing presence in Canada's dietary supplements market. Its portfolio includes brands like Align and Meta, focusing on gut health, fibre supplementation, and digestive wellness. P&G leverages extensive research and consumer insights to deliver targeted, high-quality products. Known for its strong marketing strategies and innovation, the company continues to expand its product offerings, addressing evolving consumer needs in the wellness and preventative healthcare segments across Canada.

Other key players in the market include Amway Corp., Reckitt Benckiser Group PLC, Glanbia PLC, Herbalife Ltd., Abbott, and Alfa Vitamins.

Key Questions Answered in the Canada Dietary Supplements Market

- What was the Canada dietary supplements market value in 2024?
- What is the Canada dietary supplements market forecast outlook for 2025-2034?
- What is market segmentation based on type?
- What is market segmentation based on form?
- What is market segmentation based on application?
- What is market segmentation based on mode of purchase?
- What is market segmentation based on end user?
- What is market segmentation based on the distribution channel?
- What are the major factors aiding the Canada 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 Canada 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 end user will lead the market segment?
- Which distribution channel will lead the market segment?

- Who are the key players involved in the Canada 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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