

France Dietary Supplements Market Report and Forecast 2025-2034

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

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Report description:

The France dietary supplements market was valued at USD 2.32 Billion in 2024, driven by increasing health consciousness and demand for convenient nutrition, across the region. The market is anticipated to grow at a CAGR of 5.40% during the forecast period of 2025-2034, with the values likely to reach USD 3.93 Billion by 2034. The market is driven by rising demand for personalized nutrition and expanding e-commerce channels. The rise of wellness culture and the growing emphasis on preventive healthcare are pushing consumers toward products that support long-term health and prevent future ailments rather than simply treating existing health issues. Growing awareness of preventive healthcare and innovation in functional ingredients will support growth during the forecast period.

France Dietary Supplements Market Overview

In France, the dietary supplements market is gaining momentum due to evolving consumer lifestyles, increased focus on preventive health, and a preference for natural, easy-to-consume solutions. The market is also benefiting from advancements in formulation technologies, which allow for the creation of more efficient and targeted supplements. Innovations in delivery formats, such as gummies, powder blends, and liquid forms are making it easier for consumers to incorporate supplements into their daily routines. This is particularly appealing to the busy, health-conscious population who prefer easy-to-consume products. The market is poised to reach USD 3.93 Billion by 2034. The market is supported by advancements in formulation technology and growing demand from aging and health-conscious populations.

France Dietary Supplements Market Growth Drivers

Advancements in Liquid Formulations to Drive Growth in the Market

The dietary supplements market in France is propelled by growing consumer demand for convenient, effective, and tailored health solutions. Successfully tackling formulation challenges such as poor solubility and instability is vital to fulfilling these expectations. For example, in May 2025, Gnosis introduced Quatrefolic, a patented folate formulation optimized for liquid and oily supplements,

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offering enhanced stability and bioavailability. Such advancements elevate product quality and expand supplement choices, driving continuous market growth and increasing consumer confidence throughout France.

France Dietary Supplements Market Trends

Some of the notable trends in the market include the rise in strategic acquisitions and growing regulatory support.

Increasing Strategic Acquisitions to Likely Elevate Treatment Accessibility in the Region

The market is increasingly characterized by strategic acquisitions, enabling companies to enhance their product portfolios and scale operations efficiently. These acquisitions often provide access to established brands, advanced manufacturing sites, and R&D capabilities within France, strengthening competitive positioning. For instance, in July 2024, Cooper Consumer Health expanded its European footprint by acquiring Viatris Inc.'s OTC business, doubling its revenue and gaining key assets. This consolidation trend is expected to boost market growth through improved innovation and broader consumer access.

Increasing Adoption of Dietary Supplements for Weight Management to Boost the France Dietary Supplements Market Value

The increasing prevalence of overweight and obesity in France has emerged as a key factor, fueling demand for dietary supplements. According to Europe's 2022 statistics, 41% of French men and 30% of French women were classified as overweight, with 10% of both genders living with obesity. This growing health challenge has led consumers to actively seek effective, convenient nutritional options such as dietary supplements to support weight management and overall wellness. Consequently, this trend is expected to significantly enhance the market's growth trajectory in the coming years.

France Dietary Supplements Market Segmentation

"France 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

- Tablets
- Powders
- Liquids
- Soft Gels
- Others

Market Breakup by Application

- Energy and Weight Management

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- Diabetes
- Anti-cancer
- Anti-aging
- Immunity
- Cardiac Health
- Others

Market Breakup by Distribution Channel

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

France Dietary Supplements Market Share

Immunity to Hold a Significant Market Value for Segmentation by Application

The dietary supplements market in France is segmented by application into energy and weight management, diabetes, anti-cancer, anti-aging, immunity, cardiac health, and others. The immunity segment is projected to dominate the market due to increasing consumer awareness of health and wellness, the rising incidence of infectious diseases, and an enhanced emphasis on preventive healthcare. These factors are fueling greater demand for immune-supporting dietary supplements throughout France. The anti-cancer segment is also growing rapidly, supported by the high prevalence of cancer cases in France and increasing demand for targeted nutritional support in cancer prevention and management. According to Freddie Bray et al., 2024, breast cancer accounts for nearly 1 in 4 cancer cases and one in six cancer deaths among women worldwide, with France exhibiting the highest incidence rates. Many new cancer detections in France are subclinical papillary tumors, estimated at 70%-80%, which contributes to increased demand for anti-cancer dietary supplements.

Leading Players in the France Dietary Supplements Market

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

Nestle S.A.

Founded in 1866 and based in Vevey, Switzerland, Nestle S.A. stands as a prominent global entity in the field of nutrition and health sciences. It produces a variety of nutritional supplements tailored to support different health conditions, including high-calorie and protein-enriched formulas. Nestle's Health Science division plays an important role in advancing the dietary supplements sector by offering products that assist in clinical nutrition and patient recovery.

Glanbia Plc.

Glanbia Plc, established in 1997 and headquartered in Kilkenny, Ireland, is a global leader in nutrition solutions. The company specializes in developing innovative ingredients and products for the dietary supplements market. Glanbia supports manufacturers with advanced nutrition ingredients like protein and bioactive compounds, driving growth and innovation in the dietary supplements sector worldwide.

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Perrigo Company Plc

Perrigo Company Plc, established in 1887 and headquartered in Ireland, is a key player in the dietary supplements market. The company offers a diverse portfolio of vitamins, minerals, and supplements, blending natural extracts with scientific innovation to support various health needs. Perrigo's Physiomer brand, featuring mineral-rich nasal care products sourced from the bay of Saint Malo, France, highlights its involvement in the French market.

Abbott Laboratories

Headquartered in Abbott Park, Illinois, and established in 1888, Abbott Laboratories is a recognized leader in healthcare and nutrition solutions. Its portfolio includes liquid nutritional products such as Pedialyte for hydration and Similac infant nutrition. Abbott focuses on innovative liquid dietary supplements that enhance hydration, immune support, and overall dietary wellness, strengthening its influence in the dietary supplements market.

Other key players in the market are Nu Skin Enterprises, Inc., Procter & Gamble Co., Bayer AG, Alticor Global Holdings Inc. (Amway Corp.), Reckitt Benckiser Group Plc, HALEON Plc, and others.

Key Questions Answered in the France Dietary Supplements Market

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

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