

## **Asia-Pacific Dietary Supplement - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

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### **Report description:**

Asia-Pacific Dietary Supplement Market Analysis

The Asia-Pacific dietary supplements market size is estimated to be USD 72.06 billion in 2025, and is expected to reach USD 88.11 billion by 2030, growing at a CAGR of 4.10%. The supplements market expansion is driven by consumers' increased focus on preventive healthcare and immune support, digital adoption in distribution and marketing channels, and market acceptance of various supplement formats, including gummies, powders, and liquid concentrates. China maintains its position as the primary growth driver, supported by its population size and health awareness levels. South Korea and Japan show higher revenue per user through premium products with specialized ingredients and improved bioavailability. Besides, India's expanding middle class and health awareness contribute substantially to volume growth. The e-commerce sector continues to reshape distribution through direct-to-consumer models and marketplace platforms. Market demand for clean-label and plant-based products is decreasing the synthetic ingredients' market share. Furthermore, regulatory standards in China, Japan, and Australia have increased operational costs through quality control and documentation requirements. These regulations strengthen established brands' positions by enhancing consumer confidence through product safety standards and efficacy claim verification.

Asia-Pacific Dietary Supplement Market Trends and Insights

Growing expenditure on health and wellness

The increasing disposable income in China, Japan, and Australia has driven higher per-capita spending on nutrition products,

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reflecting heightened health awareness among consumers. Cross-border e-commerce platforms have improved access to premium brands, accelerating this trend. Consumers are transitioning from basic vitamin supplements to specialized formulations that target specific health needs. Retailers in the market have identified that product bundles combining immunity, joint care, and cognitive health supplements often result in significant increases in average basket values. This indicates consumers' willingness to invest in comprehensive health solutions that address multiple concerns simultaneously. In Singapore and South Korea, corporate wellness programs now include dietary supplements in their preventive health allowances. This development signals growing institutional demand for wellness products as organizations recognize the benefits of promoting employee health. These market dynamics support portfolio premiumization across the Asia-Pacific dietary supplements market, contributing to increased revenue for companies operating in this space.

#### Rising awareness of preventive healthcare is boosting supplement use

Consumers increasingly recognize dietary supplements as essential components of their health strategies. This trend is prominent across Asia-Pacific, where governments in China and Thailand implement educational initiatives and public health programs to promote early health intervention. These programs focus on educating the public about dietary supplement benefits and encouraging healthier lifestyle choices. In Australia, health insurance companies are responding to this trend by offering discount programs for policyholders who regularly use dietary supplements. Insurance providers analyze medical records and purchase histories to reward preventive health practices, encouraging long-term wellness behaviors among their customers. Urban millennials in India, particularly in metropolitan areas, show specific preferences in dietary supplement consumption. Their primary motivations include immune system enhancement, sustained energy levels, and internal beauty benefits. This demographic's health-conscious approach influences their purchasing decisions, particularly favoring supplements that address these specific needs. These combined factors expand the customer base and increase supplement consumption frequency across demographics, driving substantial growth in the Asia-Pacific dietary supplements market.

#### Counterfeit and low-quality products undermine trust

The market impact of counterfeit and adulterated supplements reduces consumer trust, especially in emerging markets. These products often contain incorrect labeling, harmful contaminants, and inaccurate nutritional content declarations. The expansion of unregulated e-commerce platforms has intensified this problem, as these channels often lack robust verification mechanisms and proper quality control measures. Major manufacturers have begun implementing authentication technologies to address these concerns, with companies like Amway deploying blockchain-based traceability systems that enable product verification through smartphone applications. These systems allow consumers to track the supplement's journey from manufacturing to retail, ensuring product authenticity and compliance with quality standards. However, these authentication solutions remain concentrated in premium segments, leaving mass market products susceptible to counterfeiting and adulteration risks.

Other drivers and restraints analyzed in the detailed report include:

Growing preference for clean-label, plant-based and vegan formulas / High elderly population in Japan and China fuels age-specific supplements / Lack of standardized labelling and dosage /

For complete list of drivers and restraints, kindly check the Table Of Contents.

#### Segment Analysis

The vitamins category dominates the Asia-Pacific dietary supplements market with a 32.11% revenue share in 2024, driven by consistent consumer use for essential micronutrient intake. The prebiotics and probiotics segment is projected to grow at a 6.21% CAGR through 2030, exceeding the market's overall growth rate. In Japan, medical professionals regularly recommend synbiotic

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supplements following antibiotic treatments, increasing pharmacy sales. The perceived connection between gut health and immune function among Southeast Asian consumers supports substantial growth in shelf-stable, spore-based probiotic products.

Research and development in functional probiotic strains continue to expand as companies pursue patents for evidence-based health claims. China's streamlined Blue Hat registration process for specific lactobacillus strains encourages increased domestic fermentation investments. The introduction of postbiotic products that do not require refrigeration expands distribution opportunities through convenience stores. These developments strengthen the Asia-Pacific dietary supplements market through a dynamic microbiome segment that draws both venture funding and industry partnerships.

Tablets dominate the market with a 45.22% share in 2024, driven by their cost-effectiveness and high active ingredient capacity. The Asia-Pacific dietary supplement market demonstrates substantial growth in gummy formulations, with a CAGR of 6.32%. Consumers, specifically younger demographics and urban professionals, select these chewable supplements instead of traditional pills due to their ease of consumption and taste profile. Companies such as Olly and Goli have established operations in India and Southeast Asia with vitamin and probiotic gummies, targeting health-conscious millennials and Generation Z consumers. The improved sensory characteristics of gummies increase consumption compliance, particularly among children and consumers who have difficulty swallowing pills.

Moreover, in the Asia-Pacific dietary supplements market, capsules and softgels remain key delivery formats due to convenience and accurate dosing. Liquid formats demonstrate increased market penetration based on absorption efficiency and consumption advantages. Markets including China, Japan, and India exhibit higher demand for liquid supplements, specifically in the vitamin and herbal extract categories. Manufacturers Swisse and Herbalife have expanded their product portfolios with liquid collagen formulations and herbal tonics to address this market demand for consumable health supplements.

The Asia-Pacific Dietary Supplements Market Report is Segmented by Product Type (Vitamins, Minerals, and More), Form (Tablets, Capsules, and More), Source (Plant-Based, Animal-Based, and More), Consumer Group (Men, Women, and More), Health Application (General Health, Immunity, and More), Distribution Channel (Specialty Stores, Online Retail, and More), and Geography. The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

Abbott Laboratories / Herbalife Nutrition Ltd. / Amway Corporation / Bayer AG / LKK Group Limited / Haleon Plc / Perfect World Group Limited / USANA Health Sciences, Inc. / H&H Group / Suntory Wellness / Nestle SA / Harbin Pharmaceutical Group Co., Ltd. / By-Health Co. Ltd / A&Z Pharmaceutical Inc. / Dabur India Ltd / Himalaya Wellness Co. / Vestige Marketing Pvt. Ltd. / Torrent Pharmaceuticals Limited / Sun Pharmaceutical Industries Ltd. / Taisho Pharmaceutical Co., Ltd. /

Additional Benefits:

<ul> The market estimate (ME) sheet in Excel format /  
3 months of analyst support / </ul>

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