

United States Vitamin D Supplements - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

United States Vitamin D Supplements Market Analysis

The United States vitamin D supplements market size is expected to reach USD 1.56 billion in 2025 and USD 2.02 billion by 2030, growing at a CAGR of 5.30% during the forecast period. The market growth is driven by three key factors: increasing vitamin D deficiency across ethnic groups, an aging population seeking supplements for osteoporosis management, and updated clinical guidelines targeting specific risk groups. The market is experiencing product innovation through diverse delivery formats, including gummies and high-bioavailability calcifediol, while e-commerce platforms enhance accessibility and price transparency. Moreover, the Western region shows strong growth due to health-conscious consumers and digital adoption, while the South maintains the largest market share due to its population size and prevalence of bone-related conditions.

United States Vitamin D Supplements Market Trends and Insights

High prevalence of vitamin D Deficiency among U.S. adults

Vitamin D deficiency in the United States affects a broad demographic spectrum, creating significant market potential beyond conventional supplement consumption. According to the 2024 National Health and Nutrition Examination Survey NHANES data, over 99% of participants do not meet recommended vitamin D intake levels from food and beverage sources alone. This trend indicates a persistent nutritional gap despite increased awareness and supplementation efforts. Centers for Disease Control and Prevention data from 2024 indicates a notable disparity, with non-Hispanic Black Americans experiencing a 31% deficiency rate

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compared to 3% among non-Hispanic whites . This demographic variation presents opportunities for targeted product development and distribution strategies. The substantial deficiency rates across population groups suggest potential market expansion through specialized formulations, innovative delivery systems, and demographic-specific marketing approaches.

Aging population seeks vitamin D supplements for osteoporosis

The demand for vitamin D supplements is driven by various health factors, including age-related bone health, hormonal changes, medication effects, and lifestyle considerations. According to the Food and Drug Administration data from 2024, over 10 million Americans have osteoporosis . The National Cancer Institute data from 2025 indicates that prostate cancer patients receiving androgen deprivation therapy require higher vitamin D supplementation (50,000 IU weekly), as standard doses are insufficient to prevent treatment-induced bone loss . These factors contribute to the increased consumption of vitamin D supplements among the elderly population. The growing awareness of vitamin D deficiency, combined with increasing healthcare costs and preventive health measures, further drives market growth. Medical professionals are increasingly prescribing vitamin D supplements as part of comprehensive treatment plans, particularly for patients with limited sun exposure, those following specific diets, or individuals with absorption issues.

Presence of counterfeit products hinders growth

The dietary supplement market faces significant challenges due to adulteration issues, as evidenced by FDA enforcement actions in 2024-2025. These actions revealed systematic contamination problems affecting market integrity and consumer trust. Notable recalls during this period included: Force Forever - containing undeclared diclofenac and dexamethasone, Vitafer-L Gold Liquid - containing undeclared tadalafil, and VitalityXtra capsules - contaminated with sildenafil and diclofenac. While these contamination incidents primarily affect male enhancement and pain relief supplements, they have triggered increased regulatory oversight and consumer skepticism across the entire dietary supplement market. The FDA has intensified its enforcement efforts, including issuing warnings about tejocote root supplements substituted with toxic yellow oleander. The quality control challenges extend beyond domestic manufacturing to international supply chains, necessitating enhanced testing protocols and supplier verification procedures. In response, the FDA has revised its guidance on New Dietary Ingredient Notifications, implementing stricter safety documentation requirements for manufacturers and establishing stronger barriers to entry for potential fraudulent operators.

Other drivers and restraints analyzed in the detailed report include:

Expansion of e-commerce and DTC channels / Rising endorsements from doctors and healthcare professionals / Potential side effects /

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

Segment Analysis

Vitamin D3 accounts for 92.88% market share in 2024 and is growing at a 6.11% CAGR, as it remains the primary form for increasing 25(OH)D levels in the body. The United States vitamin D supplements market revenue for D3 products is projected to maintain this growth pattern through 2030, driven by increasing consumer awareness about vitamin D deficiency and its health implications. Vitamin D2 maintains its position in vegan supplements and food fortification applications, particularly after the Federal Register approved UV-treated mushroom powder as a source, offering plant-based alternatives to traditional vitamin D supplements.

Manufacturers are developing enhanced formulations using calcifediol complexes that offer improved absorption rates, targeting consumers who need higher bioavailability due to medical conditions or absorption issues. While research continues on provitamin

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D3-enriched tomatoes as a potential alternative source, production capabilities, scalability challenges, and regulatory approval processes will determine implementation timelines. The development of these innovative delivery methods reflects the industry's response to growing consumer demand for more effective vitamin D supplementation options.

Capsules and softgels held a 34.54% market share in 2024, primarily due to their precise dosing capabilities and healthcare professional endorsements. These formats gained widespread adoption because of their easy-to-swallow nature, oxidation protection, and uniform absorption characteristics. Gummy supplements recorded the highest growth at 6.89% CAGR, driven by consumer demand for convenient and palatable options. The appealing taste and child-friendly characteristics of gummies have shaped consumer buying patterns. Pharmavite's Ohio manufacturing facility has increased domestic production capacity, while research continues to advance nutrient stability at room temperature.

Traditional tablets remain popular among price-sensitive consumers due to their lower manufacturing costs and longer shelf life. Powders provide flexible dosing options and mix easily with drinks or food, attracting health-focused consumers. Liquid supplements serve infants and people with swallowing difficulties, offering quick absorption and easy administration. In addition, sales typically increase during winter months when sun exposure decreases and immune health concerns rise, with e-commerce promotions boosting purchases of flavored chewable products.

The United States Vitamin D Supplements Market Report is Segmented by Type (Vitamin D2 and Vitamin D3), Form (Tablets, Capsules and Softgels, and More), Source (Synthetic, Animal-Based, and More), Health-Focus Positioning (Bone and Joint Health, Immune Support, and More), Distribution Channel (Supermarkets/Hypermarkets, Specialty and Health Stores, and More), and Geography. The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

Haleon PLC / Nestle S.A. / Harbin Pharmaceutical Group / The Procter & Gamble Company / Nordic Naturals / Amway Corporation / Life Extension Foundation Buyers Club, Inc. / Otsuka Pharmaceutical Co., Ltd / Metagenics, LLC / 21st Century HealthCare, Inc. / Swanson Health Products / Jamieson Wellness Inc. / MRO MaryRuth, LLC / Church & Dwight Co., Inc. / Doctor's Best, Inc. / Thorne Research Inc. / Carlson Laboratories, Inc. / Sports Research Corp. / Vytalogy Wellness / NOW Foods Inc. /

Additional Benefits:

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

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