

## **Canada Nutraceuticals - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)**

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### **Report description:**

Canada Nutraceuticals Market Analysis

The Canadian nutraceuticals market is expected to grow from USD 8.63 billion in 2025 to USD 9.22 billion in 2026 and is forecast to reach USD 12.81 billion by 2031 at 6.81% CAGR over 2026-2031. This growth is driven by factors such as an aging population, an increase in lifestyle-related disorders, updated regulations, and a growing preference for natural, science-based wellness products. Consumers are placing greater emphasis on health maintenance and chronic disease prevention, leading to rising demand for products that enhance immunity, gut health, and overall well-being. There is also a noticeable shift toward natural, plant-based, and sustainable nutraceuticals, aligning with environmental and health-conscious values. Additionally, Health Canada's robust regulatory frameworks ensure product safety, strengthening consumer confidence and supporting market expansion. The market's growth is further supported by the rise in digital shopping, advancements in products like microencapsulated probiotics and plant-based omega-3s, and increased industry consolidation, particularly with the entry of pharmaceutical companies.

Canada Nutraceuticals Market Trends and Insights

Aging population seeking preventive health solutions

Older adults are increasingly turning to nutraceuticals to prevent age-related health issues rather than addressing them after they occur. Community health programs, combined with exercise and nutrition initiatives and targeted health education, have enabled

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seniors to adopt safe and effective dietary solutions for long-term health maintenance. As Canada's population aged 65 and older grows and healthcare system pressures rise, nutraceutical adoption is accelerating. Life expectancy reached 81.7 years in 2023, yet only 52.2% of adults reported very good or excellent health, revealing a preventative care gap that nutraceuticals are progressively filling, according to Statistics Canada . The preference of the aging population for self-directed health management is driving demand for immunity-boosting and cognitive health products. Tightening provincial healthcare budgets further fuels this trend, as consumers seek affordable alternatives to conventional medical treatments. This demographic shift is particularly beneficial for specialized segments like omega-3 supplements. For instance, Nutriterra received Health Canada approval in August 2024 for its plant-based omega-3 alternatives, addressing sustainability concerns.

#### Rising incidence of lifestyle diseases

Rising diabetes and obesity rates among Canadians are driving consistent demand for nutraceutical solutions. The Weight Management segment is expected to grow at a 7.10% CAGR through 2030, highlighting a consumer preference for metabolic health solutions over traditional dieting methods. While urban centers have historically been the primary market for health product adoption, rural areas are now experiencing higher chronic disease rates, expanding the market's reach. This growth is further supported by the introduction of GLP-1 medications for weight management, which are creating opportunities for complementary supplement markets and paving the way for new product categories, as predicted by industry experts. Chronic diseases, such as heart disease, cancer, diabetes, and chronic respiratory illnesses, remain the leading causes of death and disability in Canada. According to the Public Health Agency of Canada, in 2024, approximately 44% of Canadian adults have at least one chronic condition, which collectively accounts for 67% of all deaths . With government and healthcare organizations focusing on prevention, nutraceuticals are increasingly recommended alongside lifestyle changes. Consumers view these products as convenient and accessible options to complement medical advice, reduce reliance on pharmaceuticals, and improve overall wellness.

#### Stringent NHP evidence and label-claim requirements

Health Canada's updated regulatory framework introduces compliance challenges, particularly for smaller manufacturers and new entrants. A revised fee structure, set to phase in over seven years starting December 2025, increases cost pressures. Furthermore, new labelling requirements effective June 2025 demand substantial reformulation investments. Small businesses with revenues between CAD 30,000 and 5 million qualify for a 25-50% fee reduction, but these costs remain significant relative to their operational scale. Temporary exemptions for newly licensed products, available until June 2028, provide some transitional relief. However, industry stakeholders continue to face difficulties in meeting evidence standards. While the stricter regulatory measures aim to ensure product quality, they create entry barriers that benefit established players with regulatory expertise and financial resources. The CHFA's urgent appeal regarding the availability of Chinese herbal medicines highlights how stringent regulations can potentially eliminate entire product categories from the market.

Other drivers and restraints analyzed in the detailed report include:

Preference for natural and plant-based products  
High consumer awareness of food and nutrition  
High cost and complexity of product development

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

#### Segment Analysis

Dietary Supplement commands 39.88% market share in 2025, highlighting a strong consumer preference for targeted nutritional solutions over generalized approaches. This segment's leadership is supported by Health Canada's Natural Health Products

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framework, which provides well-defined regulatory pathways for vitamins, minerals, and botanical products. Meanwhile, the Functional Beverage sector is experiencing rapid growth, with a projected 8.68% CAGR through 2031. This growth is driven by increasing consumer demand for convenient health solutions and innovative offerings, such as PepsiCo's Soulboost functional sparkling water, set to launch in 2025. In contrast, Functional Food remains a stable segment, benefiting from broad retail availability and consumer familiarity with fortified products.

Within the Dietary Supplements category, Vitamins and Minerals continue to dominate, while Botanical supplements are gaining momentum due to the popularity of adaptogens and specialized extracts. As consumers become more aware of targeted health benefits, categories like Enzymes and Fatty Acids are expanding. The growth in Functional Beverages aligns with broader trends in the beverage industry. Functional Food innovations are focusing on protein enrichment and gut health. For instance, Health Canada's approval of vitamin D fortification in yogurt and kefir highlights regulatory support for the growth of the functional food sector.

The Canada Nutraceuticals Market Report is Segmented by Product Type (Functional Food, Functional Beverage, Dietary Supplement), Distribution Channel (Supermarkets/Hypermarkets, Drug Stores/Pharmacies, Convenience Stores, Online Retail Stores). The Market Forecasts are Provided in Terms of Value (USD) and Volume (Tons).

List of Companies Covered in this Report:

PepsiCo Inc. Nestle S.A. Danone S.A. General Mills Inc. Kellanova Red Bull GmbH Jamieson Wellness Inc. Herbalife Nutrition Limited Pfizer Inc. Alticor Inc. (Amway) Natural Factors Nutritional Products Ltd. Magnum Nutraceuticals Naturer's Way Canada Vega (Danone) Genuine Health Prairie Naturals Organika Health Products Garden of Life Progressive Nutritional Therapies SISU Inc.

Additional Benefits:

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

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