



# Liquid Dietary Supplements Market Analysis 2017 (By Segment, Key Players and Applications) and Forecasts To 2024

*Global Liquid Dietary Supplements Market Research Report 2017 Analysis and Forecast to 2024*

PUNE, INDIA, October 3, 2017 /EINPresswire.com/ -- Pune, India, 3rd October 2017: WiseGuyReports announced addition of new report, titled "Global [Liquid Dietary Supplements Market Outlook 2024: Global Opportunity and Demand Analysis, Market Forecast, 2016-2024](#)". □

## Market Overview

Dietary supplements are becoming more popular with the trend of maintaining healthier lifestyle and awareness for healthy food products. 2015 witnessed the major growth in dietary supplements market owing to consumers taking charge of their own weight and health management, acknowledged that health is fundamentally linked to food and daily lifestyle choices. According to research, more than 30% consumers reported that they dislike taking supplements in form of pills and capsules. Sports nutrition is no longer limited sphere of athletes, majorly driven by the focus of protein supplements for both sports performance and weight management. Protein supplements are extensively in demand and integral part of active lifestyle. In past few years, protein supplements for women witnessed strong demand owing to prevalence of 'strong not skinny' trend and rising recognition of women's resistance training. Strong demand for protein supplements are likely to trigger more innovations surrounding proteins containing wide range of amino acids and specific target such as weight loss, and muscle building. Rising aging population and awareness towards preventive healthcare are the key factors bolstering the growth of global dietary supplements market. According to World Bank Data, aging population is expected to double by 2050. Rising incidence of chronic diseases such as obesity, diabetes and cancer among others continues to increase, a shift towards prevention rather than treatment is been in trend for better health and longevity.

GET SAMPLE REPORT @ <https://www.wiseguyreports.com/sample-request/2316629-global-liquid-dietary-supplements-market-outlook-2024-global-opportunity-and-demand> □

## Key Market Players

- DuPont
  - o Synopsis
  - o Business strategy
  - o Product Portfolio
  - o SWOT Analysis
- Abbott Laboratories
- ADM
- Carlyle Group
- GlaxoSmithKline
- Amway Inc.
- Arkopharma
- Bayer
- Glanbia Nutritionals
- Herbalife International

## Market Segmentation

- By Product Type
  - o Additional Supplements
  - o Medicinal Supplements
  - o Sports Nutrition
- By Ingredients Type
  - o Botanicals
  - o Vitamins
  - o Minerals
  - o Amino Acids
  - o Enzymes
  - o Others
- By End Users
  - o Infant
  - o Children
  - o Adults
  - o Pregnant Women
  - o Old-age
- By Distribution Channels
  - o Online Channel
  - o Offline (Wholesalers, Retailers, etc) Channel

## Growth Drivers and Challenges

North America remains the largest market for the liquid dietary supplements owing to increasing dominance of protein drinks in sports and self health management. According to the consumer survey of Council for Responsible Nutrition's (CRN), more than 70% women in United States (around 113 million female consumers) prefer taking supplements on regular basis. The same survey reveals the top concerns for taking dietary supplements such as overall wellness accounts for 57%, bone health 31% and healthy aging about 27% among other concerns. The global demand for female-centric liquid dietary supplements is expected to grow significantly over the forecast period. Sports nutrition is one of the major segments of liquid dietary supplements market, the global market of sport supplements is likely to grow at a compound annual growth rate of 8.0% over the forecast period along with rising demand of animal and plant based proteins. Along with the prominent shift of the society towards preventive and healthier lifestyle coupled with growing consumers including children and aged population, choosing nutrition supplements into their daily routines are expected to impel the growth of global liquid dietary supplements market.

However, fake product marketing and violation of regulations regarding label of products anticipated to throttle the growth of liquid dietary supplements market. According to a study published in New England Journal of Medicine, more than 23,000 emergency-room visits were associated with supplements. Between 2000 and 2012, the annual rate of negative reactions to supplements inclined from 3.5 cases to 9.3 cases per 100,000 people.

## Market Size and Forecast (2016-2024)

Parent market, global dietary supplement market accounted for USD 89.5 billion in 2016. Global liquid dietary supplements market contributed a revenue share of 20.0% in total dietary supplements market in 2016 and expected to account USD 28.0 billion by the end of 2024 from USD 18.95 Billion in 2016. Further, the market is anticipated to expand at compound annual growth rate of 4.2% over the forecast period i.e. 2016-2024.

In 2016, more than 7% elderly population and around 10% female population were using dietary supplement products. Female-centered dietary products are expected to witness robust growth over the forecast period owing to rising trend of women's resistance training and desires for healthy and lean body shape.

North America is the dominating region across the globe with more than 35% market share in global liquid dietary supplements market. North-America is closely followed by the Asia-Pacific with China and Korea as the largest market in region. In Asia-Pacific region, along with Korea, Thailand, Australia and Indonesia were responsible for 71% actual growth in region.

...Continued□

ACCESS REPORT @ <https://www.wiseguyreports.com/reports/2316629-global-liquid-dietary-supplements-market-outlook-2024-global-opportunity-and-demand> □

Get in touch:

LinkedIn: [www.linkedin.com/company/4828928](https://www.linkedin.com/company/4828928)

Twitter: <https://twitter.com/WiseGuyReports> □

Facebook: <https://www.facebook.com/Wiseguyreports-1009007869213183/?fref=ts>

Norah Trent

wiseguyreports

+1 646 845 9349 / +44 208 133 9349

email us here

---

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases. © 1995-2018 IPD Group, Inc. All Right Reserved.