

Nutraceutical Excipients Market Size, Share And Growth Analysis For 2024-2033

*The Business Research Company's
Nutraceutical Excipients Global Market
Report 2024 – Market Size, Trends, And
Market Forecast 2024-2033*

LONDON, GREATER LONDON, UK, June 21, 2024 /EINPresswire.com/ -- The nutraceutical excipients market, which includes inactive ingredients added to dietary supplements and functional

foods, is experiencing robust growth. It is projected to grow from \$3.73 billion in 2023 to \$4.03 billion in 2024, with a compound annual growth rate (CAGR) of 8.3%. This growth is driven by factors such as the increasing demand for nutraceutical products, growing awareness of their health benefits, advancements in technology and product innovation, and the rising prevalence of chronic diseases.



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Growing Demand for Health and Wellness Driving Market Growth

One of the key drivers of the nutraceutical excipients market is the growing demand for health and wellness products. Consumers are increasingly seeking products that support their overall well-being, including physical,

mental, and social aspects. Nutraceutical excipients play a crucial role in enhancing the bioavailability, stability, and delivery of these products, making them more effective in supporting health and wellness. According to a survey by McKinsey & Company, around 79% of consumers consider wellness important, with 42% ranking it as a top priority. This trend is expected to continue driving the growth of the nutraceutical excipients market.

Explore comprehensive insights into the global nutraceutical excipients market with a detailed sample report: <https://www.thebusinessresearchcompany.com/report/nutraceutical-excipients-global-market-report>

Innovative Products Driving Market Expansion

Major companies operating in the nutraceutical excipients market are focusing on developing



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innovative products to overcome processing challenges and improve the effectiveness of nutraceutical products. For example, Omyanutra 300 DC and Omyanutra 300 Flash are innovative nutraceutical excipients based on functionalized calcium carbonate (FCC) and croscarmellose sodium. These products are free from nanoparticles, non-GMO, and made of high-purity minerals. They are designed to improve supplement processing and respond to the demand for orally disintegrating tablets (ODTs) in the nutraceutical industry. Additionally, they offer better compatibility compared to benchmark excipients, allowing manufacturers to create hard tablets at low compression forces.

Regional Insights

North America was the largest region in the nutraceutical excipients market in 2023, driven by the high demand for health and wellness products in the region. However, Asia-Pacific is expected to be the fastest-growing region in the forecast period, fueled by increasing awareness regarding nutraceutical applications, growing demand for functional foods, and rising healthcare infrastructure and insurance coverage in developing countries.

Market Segmentation

The nutraceutical excipients market is segmented based on product type, form, and end use:

1. Product Type: Includes fillers and diluents, binders, disintegrants, coating agents, flavoring agents, and lubricants.
2. Form: Can be either dry or liquid.
3. End Use: Includes protein and amino acids, prebiotics and probiotics, vitamins, and other end uses.

Access the complete report for an in-depth analysis of the global nutraceutical excipients market: <https://www.thebusinessresearchcompany.com/report/nutraceutical-excipients-global-market-report>

[Nutraceutical Excipients Global Market Report](#) 2024 from TBRC covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Nutraceutical Excipients Global Market Report 2024 by The Business Research Company is the most comprehensive report that provides insights on [nutraceutical excipients market size](#), nutraceutical excipients market drivers and trends, nutraceutical excipients market major players, competitors' revenues, market positioning, and market growth across geographies. The nutraceutical excipients market report helps you gain in-depth insights on opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest

growth potential.

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Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

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