

Fiber Supplements Market to Hit USD 34.40 billion by 2032 Driven by Growing Demand from Emerging Economies

Fiber is known to promote a feeling of fullness, which can help control appetite and support weight management goals.

AUSTIN, TX, UNITED STATES, November 8, 2024 /EINPresswire.com/ -- The [Fiber Supplements Market](#) was valued at USD 19.68 billion in 2023 and is expected to grow to USD 34.40 billion by 2032, at a CAGR of 6.4% over the forecast period of 2024-2032.



The Fiber Supplements Market is driven by growing consumer awareness regarding health benefits, rising demand for natural & plant-based products, and growing focus on digestive health along with the rise in lifestyle-related disease prevalence. Moreover, rising inclination for preventive healthcare and dietary supplements also supplement India's probiotic market growth.



The Fiber Supplements Market is growing due to ongoing innovations in product formulation with new ingredients to optimize the taste.”

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Fiber Supplements Poised for Success in Emerging Markets Amid Rising Health Awareness

Fiber is useful to maintain a healthy digestive system and lower the risk of heart disease, stroke, type 2 diabetes, and certain cancers. Now, with the situation seeing a higher

awareness of fiber necessity, supplements are what more folks will be turning to. Digestive diseases top the mortality list of first-world countries, according to the World Health Organization a fate that could be prevented with fiber.

China, India, Malaysia, Brazil, Mexico, and Indonesia are among the emerging markets with a

vast opportunity to grow for fiber supplement suppliers. Demand in these regions is supported by higher disposable income, increased awareness related to health benefits and the number of digestive health issues on the rise. This potential can be capitalized upon by companies through expanding their distribution networks, developing and customizing products as per the requirements of cities/regions/countries deployments on a competitive pricing basis for business among others, but a targeted marketing campaign helps initial penetration.

Fiber Supplements Market Segmentation: Powder Dominates, While Organic and Chewable Formats Drive Future Growth

By Type: In 2023, the powder category dominated the market thanks to its versatility and ease of use in an array of staples. Powder fiber supplements are easy to put in smoothies, cereals, and other products, which is why consumers love them so much.

The Chewable tablets segment is expected to be the fastest growing by CAGR during the forecast period from 2024 to 2032. This is partly going up in the number of pre-packaged and ready-to-eat ground and convenience food products, especially among children and older populaces who may be presented inclining easy-to-swallow formats.

By Nature: The conventional segment dominated the market share in 2023. This is in large part due to its accessibility, existing manufacturing processes, and cost-effectiveness compared to organic alternatives. However, the conventional category continues to see stronger sales as many consumers are still dollar-conscious.

The organic segment is expected to see the highest CAGR from 2024 to 2032. Factors such as increased consumer awareness regarding health and wellness, along with a higher demand for naturally sourced products are propelling this rise. The growing awareness among consumers about their health and the pros of organic ingredients is projected to drive high demand for organic fiber supplement features during the forecast period.

By Type

- Capsules
- Powder
- Chewable Tablets
- Others

By Nature

- Organic
- Conventional

By Application

- Blood Cholesterol Reduction
- Weight Management

- Gastrointestinal Health
- Others

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Fiber Supplements Market: North America Leads in 2023, While Asia Pacific Set for Explosive Growth Ahead

North America dominated the market share for the fiber supplements market in 2023 owing to high consumer awareness regarding health and nutrition coupled with a strong inclination towards preventive healthcare. It has a solid retail network too, with health food shops, pharmacies, and internet stores carrying various types of fiber supplements. Moreover, North American consumers are driven by the growing trend towards healthy eating and rising incidences of lifestyle-induced ailments such as obesity and digestive disorders that are playing ever ever-increasing role in the demand for fiber supplements.

The Asia Pacific is projected to grow at the highest CAGR during the period of 2024 to 2032 due to increasing disposable income, a rising middle class, and increased focus on health and wellness. The trend towards dietary supplements as a means of improving nutrition and fixing digestive health problems is obviously on the rise as consumers in this region pay attention to their health issues more.

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Recent Developments:

- In March 2024, A new study finds that daily fiber supplements can improve memory and cognitive function in older adults, suggesting affordable ways to enhance brain health as we age.
- In May 2024, GenoPalate launched GenoBlend, a personalized plant-based protein and fiber powder tailored to individual genetic needs.

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