

Softgels Dietary Supplements Market is Estimated to Reach US\$ 15.8 Billion With 7% CAGR By 2032

The softgel dietary supplements market was valued at \$8.03 billion in 2022 and is set to grow at a 7% CAGR through 2032.

ROCKVILLE, MD, UNITED STATES, February 12, 2025 /EINPresswire.com/ -- In today's fast-paced world, maintaining good health has become a priority for people across the globe. With rising healthcare costs and increasing awareness about nutrition, dietary supplements have gained tremendous popularity. Among them, [Softgels Dietary Supplements](#) stand

out as a preferred choice due to their easy consumption, high bioavailability, and enhanced absorption. As of 2022, the global softgels dietary supplements market was valued at an impressive US\$ 8.03 billion, and it is expected to expand at a healthy CAGR of 7% over the next decade, reaching unprecedented heights by 2032.

Why Are Softgels Dietary Supplements Gaining Traction?

Softgels have become the go-to supplement form for millions, primarily because they provide a seamless and efficient way to intake essential vitamins, minerals, and nutrients. Unlike traditional tablets or powders, softgels encapsulate liquid or semi-liquid nutrients, enhancing their absorption and effectiveness. This ease of use and improved efficacy make them highly appealing, particularly for individuals looking to improve their overall well-being.

In 2022, vitamins and minerals accounted for more than half of the global softgels dietary supplements market. Their importance in bridging nutritional gaps has driven demand significantly, with the market expected to generate an absolute dollar opportunity of approximately US\$ 15.8 billion from 2022 to 2032.

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Market Trends and Growth Outlook

Between 2017 and 2021, the softgels dietary supplements market witnessed steady growth, registering a value CAGR of 6.5%. Developed countries such as the United States, Canada, Germany, and the United Kingdom played a significant role in this expansion. A major contributing factor to this surge was the rise in healthcare costs, prompting consumers to take preventive measures through dietary supplements rather than relying solely on medical treatments.

The U.S. healthcare spending, for instance, is projected to grow at an annual rate of 5.5% through 2032, making cost-effective preventive healthcare solutions like softgels dietary supplements more attractive. Many people opt for these supplements to avoid expensive hospital visits for common ailments like flu, bronchitis, and dizziness, which can cost over US\$ 2,000 per emergency room visit in the U.S.

Leading Players Driving Innovation in the Softgels Dietary Supplements Market:

The Key Players in the Infant Softgels Dietary Supplements Industry include BASF SE; DuPont de Nemours, Inc.; Abbott Laboratories; Bayer AG; GlaxoSmithKline Limited; Herbalife International; Royal DSM N.V.; Glanbia Plc; Now Foods; The Nature's Bounty Co.; Amway Enterprises

Key Drivers Fueling Market Expansion

Increasing Demand for Clean Label Supplements

Modern consumers are more conscious about what they consume, with approximately 75% willing to pay extra for products with clean-label ingredients. The clean-label movement promotes transparency, natural ingredients, and minimal processing. As a result, dietary supplement manufacturers are adapting to this trend by offering plant-based, natural, and organic formulations.

For example, Lonza introduced its latest innovation in August 2021, allowing supplement manufacturers to use clean-label colorants in their Capsugel Vcaps Plus plant-based capsules. These developments reflect the industry's shift towards healthier and more transparent product offerings.

Government Support and Public Health Initiatives

Governments worldwide are increasingly recognizing the role of dietary supplements in promoting health and reducing the prevalence of chronic diseases. Regulatory bodies like the FDA in North America and EFSA in Europe are endorsing the use of natural ingredients in food

and supplements. This push towards healthier nutrition is further fueling demand for softgels dietary supplements.

Rising Health Consciousness and Preventive Healthcare Approach

With more people focusing on preventive healthcare, softgels dietary supplements are becoming a daily routine for millions. Consumers are turning to supplements for general well-being, immune support, digestive health, and mental clarity. This shift in consumer behavior is driving continuous innovation and market growth.

Challenges Faced by the Softgels Dietary Supplements Industry

While the market outlook remains positive, the industry faces certain challenges, including:

Stringent Regulatory Environment

Regulatory agencies like the FDA and European Commission impose strict guidelines to ensure supplement safety and efficacy. However, the complexity of these regulations can create hurdles for manufacturers. False health claims and contamination issues have led to increased scrutiny, making compliance costly and time-consuming.

High Production Costs

Manufacturing high-quality softgels involves advanced technology and strict quality control measures. The research and development costs associated with new formulations and clean-label products can be significant, impacting the final product price and profit margins.

Regional Insights: Where is Demand Surging?

East Asia: The Largest Growth Opportunity

East Asia is expected to be the most lucrative market for softgels dietary supplements, offering an absolute dollar opportunity of approximately US\$ 10 billion. China leads this region, with rapid economic growth and lifestyle changes fueling demand for health and wellness products.

By 2050, around 30% of China's population will be over 60 years old, increasing the demand for supplements that support aging-related health concerns. This demographic shift is expected to drive exponential market growth in the coming years.

Europe: Rising Protein Consumption Driving Demand

Europe has witnessed a surge in protein consumption, with the average intake ranging from 99 to 115 grams per day. This trend is boosting demand for protein-based softgels dietary

supplements, particularly among fitness enthusiasts and health-conscious individuals.

United States: A Mature Market with Consistent Growth

Despite being a well-established market, the U.S. continues to see steady growth in softgels dietary supplements. Approximately 77% of U.S. consumers take dietary supplements, with many using multiple types to address different health concerns. This growing trend highlights the strong demand for high-quality nutritional products.

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Category-Wise Analysis: What's Driving Demand?

Vitamin and Mineral-Based Softgels

Vitamin and mineral-based supplements dominate the market, accounting for around 50% of total sales. These essential nutrients play a crucial role in preventing deficiencies and supporting overall health.

Growing Demand Among Adults

Adults, particularly working professionals, pregnant women, and the elderly, make up the largest consumer base for softgels dietary supplements. The rising prevalence of malnutrition, immune disorders, and lifestyle-related health conditions has intensified demand in this segment.

General Well-being Applications Leading the Way

Softgels dietary supplements designed for general well-being remain the most popular, with immune health, cognitive function, and digestive support being key focus areas. The increased interest in holistic wellness is driving sales in this category.

Competitive Landscape: Key Players and Market Strategies

Leading companies in the softgels dietary supplements market are actively expanding their product portfolios and global reach. Some of the key players include:

Lonza Group – Innovating with clean-label capsules and advanced formulation technologies.

Capsugel (a Lonza Company) – Focusing on high-quality, plant-based supplements.

BASF SE – Expanding research into new softgel formulations.

Nature's Way – Enhancing its product line with natural and organic supplements.

These companies are employing strategies such as collaborations, mergers, acquisitions, and product innovations to maintain a competitive edge.

Conclusion: The Future of Softgels Dietary Supplements

The softgels dietary supplements market is on a robust growth trajectory, driven by increasing health consciousness, clean-label trends, and preventive healthcare approaches. As technology advances and regulatory frameworks evolve, manufacturers must adapt to meet consumer demands for transparency, efficacy, and convenience.

With East Asia leading the market surge and regions like Europe and North America maintaining steady demand, the future of softgels dietary supplements looks promising. Whether it's vitamins, minerals, or protein-based supplements, softgels will continue to play a pivotal role in shaping the global health and wellness landscape.

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