

# U.S. Iron Supplement Market Set to Surge to \$3.1 Billion by 2032 at a 5.9% CAGR

*In 2022, the U.S. iron supplement market was valued at \$1,747.37 million and projected to reach \$3,105.73 million by 2032, registering a CAGR of 5.9%.*

WILMINGTON, DE, UNITED STATES, February 19, 2025 /EINPresswire.com/ -- In 2022, the [U.S. iron supplement market](#) was valued at \$1,747.37 million. Projections indicate that this figure will reach \$3,105.73 million by 2032, registering a CAGR of 5.9% from 2023 to 2032. This upward trend

underscores the growing demand for

iron supplements across diverse population segments. The U.S. iron supplement market has witnessed significant growth over the past decade, driven by increasing awareness of iron deficiency and its health implications. Iron supplements are essential in addressing iron deficiency anemia and supporting overall health. This article delves into the market's current landscape, growth factors, segmentation, and key players shaping its trajectory.



The graphic features a photograph of a glass bottle tipped over, spilling numerous red, oval-shaped capsules onto a dark wooden surface. To the right of the image, the text reads: 'U.S. Iron Supplements Market' in bold red and black, followed by 'Opportunities and Forecast, 2023-2032'. Below this, a light pink box contains the text: 'U.S. Iron Supplements Market is projected to reach \$3,105.74 Million by 2032. Registering at a CAGR of 5.9% (2023-2032)'. The Allied Market Research logo is visible in the bottom left corner of the graphic.

## U.S. Iron Supplement Market Research Report

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### U.S. Iron Supplement Market Growth Factors

Several factors contribute to the expansion of the U.S. iron supplement market:

1. **Prevalence of Iron Deficiency Anemia (IDA):** Iron deficiency remains a common nutritional concern in the U.S., particularly among pregnant women, infants, and women of reproductive age. The increased incidence of IDA in these groups has heightened the demand for effective iron supplementation.

2. **Dietary Trends:** The rise in vegetarian and vegan diets, which may provide less bioavailable iron, has led individuals to seek supplemental sources to meet their nutritional needs.

3. Chronic Health Conditions: Chronic diseases, such as chronic kidney disease, can impair iron absorption or increase iron loss, necessitating supplementation. For instance, approximately 14% of the U.S. population is affected by chronic kidney disease, a condition often associated with anemia.

4. Increased Health Awareness: A growing emphasis on preventive healthcare and nutrition has made consumers more proactive about addressing potential deficiencies, including iron, thereby boosting supplement consumption.

5. Frequent Blood Donation: Regular blood donors are at an elevated risk of iron deficiency due to the periodic loss of blood. It's estimated that about 25%–35% of regular blood donors develop iron deficiency, prompting the need for supplementation.

### U.S. Iron Supplement Market Segmentation

The U.S. iron supplement market is segmented based on form and distribution channel:

#### 1. By Form:

□ Solid: This category includes tablets, capsules, and gummies. In 2022, the solid segment dominated the market, attributed to the convenience of dosage and longer shelf life.

□ Liquid: Liquid iron supplements are gaining traction, especially among children and the elderly, due to ease of consumption and faster absorption rates. This segment is expected to register the fastest growth during the forecast period.

□ Others: This includes forms like suppositories and gaseous preparations, which occupy a niche segment of the market.

#### 2. By Distribution Channel:

□ Offline: Comprising retail pharmacies, hospital pharmacies, supermarkets, and nutritional stores, the offline segment held the largest market share in 2022. The immediate availability and personalized customer service contribute to its prominence.

□ Online: The online segment is anticipated to experience the fastest growth, driven by the convenience of home delivery, a wider product selection, and competitive pricing.

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### Key Players in the U.S. Iron Supplement Market

Several companies play pivotal roles in the U.S. iron supplement market:

- A.C. Grace Company
- Gensavis Pharmaceuticals
- Soho Flordis International
- Jamieson Wellness Inc.

- NOW Foods
- Otsuka Pharmaceutical Co., Ltd.
- Nestlé
- Thorne HealthTech
- BetterYou
- PharmaNutra SpA

These key players are instrumental in shaping the U.S. iron supplement market through their innovative products and strategic initiatives.

The U.S. iron supplement market is poised for continued growth, driven by increasing health awareness, dietary trends, and the prevalence of conditions necessitating iron supplementation. As consumers become more proactive about their health, the demand for iron supplements is expected to rise, offering opportunities for innovation and expansion within the industry. In conclusion, the U.S. iron supplement market is experiencing robust growth, fueled by a combination of health awareness, dietary shifts, and medical needs. With a diverse range of products and distribution channels, the market is well-positioned to meet the evolving demands of consumers seeking to address iron deficiencies and enhance their overall well-being.

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