

Hangover Rehydration Supplements Market is predicted to reach a size of USD 3.8 billion With 13% CAGR by 2035.

Hangover Rehydration Supplements Market to Surge with Increasing Focus on Quick Recovery and Well-Being | Fact.MR Report

ROCKVILLE, MD, UNITED STATES, May 28, 2025 /EINPresswire.com/ -- The

global [hangover rehydration supplements market](#) is expected to

grow from USD 1.1 billion in 2025 to USD 3.8 billion by 2035 at a CAGR of 13%. The market growth is driven by preventive wellness since more

consumers are searching for effective rehydration solutions, particularly after alcohol consumption. This trend is being driven by young professionals, millennials, and Gen Z, who are increasingly depending on supplements that offer rapid rehydration, liver cleansing, and anti-fatigue relief. With plant-based ingredients gaining momentum, ingredients such as prickly pear extract, milk thistle, dihydromyricetin (DHM), and activated B-complex vitamins are becoming top ingredients.

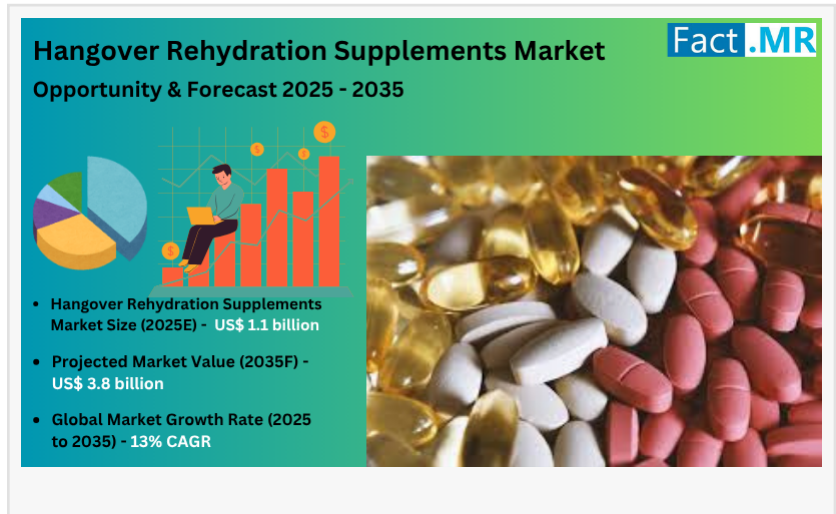
Product innovation, in the form of effervescent tablets, nano-emulsified liquid shots, and gummies, is also fuelling growth, particularly in the APAC and North American markets. Direct-to-consumer (DTC) and e-commerce business models are forecast to capture 42% of the market share in 2025, based on personalization offerings and influencer promotion. The market is rapidly evolving as a wellness category, with functional recovery and sustainability at the top of consumer lists.

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Key Takeaways from the Market Study

The hangover rehydration supplements market is expected to reach USD 3.8 billion by 2035, The



market will grow at a CAGR of 13% during the forecast period.

E-commerce and DTC models will capture 42% of market share in 2025, Plant-based and natural ingredients like DHM and milk thistle are driving product innovation.

Growth Drivers Fueling Market Expansion

The hangover rehydration supplement market is growing due to increased health consciousness for preventive care and the increased popularity of functional nutraceuticals. Buyers are gravitating more toward products that provide quick rehydration, liver cleansing, and after-hangover recovery within a day. These trends reflect a broader cultural trend toward functional recovery over symptomatic drug relief. The natural active ingredients are also on the rise, with products containing prickly pear, DHM, and milk thistle showing high potential during clinical trials.

Product development is likewise a prime influencer, as fizzy gummies, tablets, and powders are current formats of popularity, particularly among convenience-oriented customers. Online continues to grow exponentially as a chief channel of distribution, underlined by digital advertising and subscription initiatives that meet the needs of millennials who focus on health. Increasing awareness about well-being and staying hydrated spurs demand for clean-label, sugar-free, and vegan supplements yet further fuel growth in the market.

Regional Insights

The North American market, led by the U.S., is the biggest and most established for hangover rehydration supplements because of strong supplement awareness and growing demand for high-end wellness products. The Asia-Pacific region, however, will see maximum growth, led by China, India, and Southeast Asia, driven by the factors of rapid urbanization, growing alcohol consumption, and increasing health awareness. Europe comes next, with growing demand for sugar-free, vegan-certified, and clean-label supplements pushing the industry. With direct-to-consumer (DTC) and e-commerce participants set to expand on a global level, hangover rehydration product adoption will continue to increase in mature as well as emerging markets.

Survey Insights and Stakeholder Priorities

According to Fact.MR analysis, stakeholders demand functional performance, clean labels, and convenience of consumption when choosing hangover rehydration supplements. 81% of the stakeholders demand natural actives such as DHM, NAC and prickly pear extract. By contrast, 68% demand intense flavor and delicious delivery, particularly in formulations such as effervescent tablets and gummies. Asia-Pacific and North America are leading the shift towards online subscription, with influencer endorsement and DTC selling at its core. In contrast, Europe is leading the change towards clinically tested and sugar-free products. Despite raw material inflation issues and differences in regulations, 79% of the stakeholders are contemplating

investing more in clinical proof and product vertical extensions to meet the growing demand for wellness-driven solutions.

Companies Targeting the Wellness Revolution

Pioneering is Cheers Health, Inc., with a projected 18–22% market share, driven by its DTC marketing and clinical study-based distribution. The firm's "Cheers Restore" supplement provides DHM, electrolytes, and milk thistle in a single formula to support liver detoxification and rehydration. Liquid I.V., currently a Unilever-owned company, stands at second shares with 14–18%, offering widespread retail presence and brands that cater to post-alcohol recovery through effective electrolyte-formulated products. Flyby Ventures LLC controls a 10–13% market share with evidence-backed, multifunctional supplements.

These are succeeded by others like More Labs (8–11%) as well as Blowfish (6–9%) as they build niches based on physician-formulated products and FDA-approved remedies. Incumbents are also being challenged by new entrants based on micro-influencer networks and local ingredients, upsetting the existing players by entering niche segments through unique value propositions such as multi-symptom relief and biodegradable packaging.

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Segmental Insights

The hangover rehydration supplements market is dominated by solution products, which hold 71% of the market share in 2025. Solution-based products, including liquid shots and effervescent tablets, provide rapid rehydration and electrolyte replenishment and are extremely popular among consumers. Tablet/capsule products come next, with a 15% market share, providing convenience and portability but slower absorption than liquid solutions. These tablets typically contain a mixture of vitamins, minerals, and herbs intended to help recover from alcohol.

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The global [powder dietary supplements market](#), valued at \$35.9B, is set to grow at a 7.7% CAGR, reaching \$75.2B by 2032.

The [softgels dietary supplements market](#) was valued at USD 11.4 billion in 2025. Fact.MR estimates the industry to expand at a 5% CAGR and reach USD 18.6 billion by 2035.

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