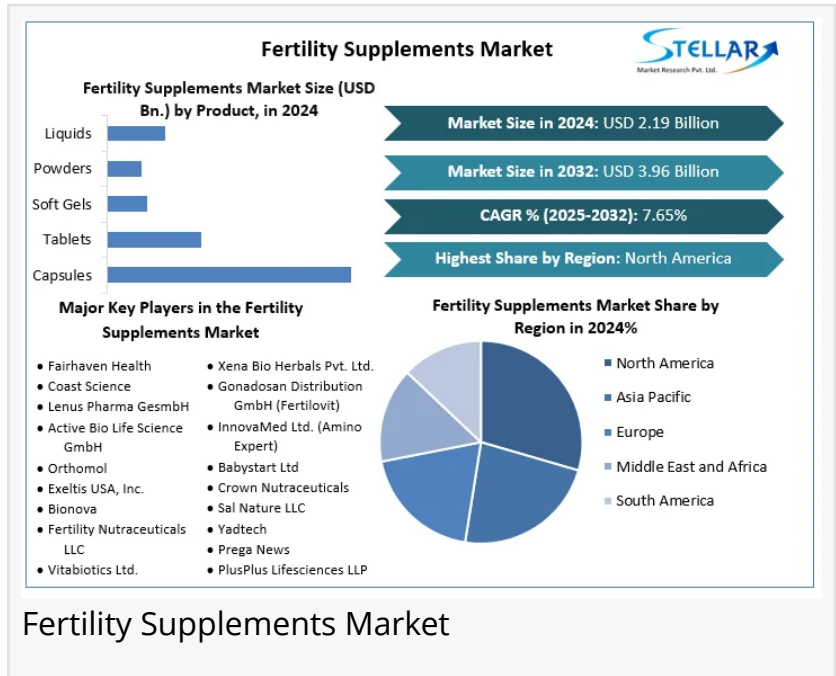


# Fertility Supplements Market Expected To Reach USD 3.96 Billion by 2032, to Grow at a CAGR of 7.65% From 2025 to 2032

*Fertility Supplements revenue is expected to grow at a CAGR of 7.65% from 2025 to 2032, reaching nearly USD 3.96 Bn. by 2032.*

WILMINGTON, DE, UNITED STATES, June 20, 2025 /EINPresswire.com/ -- According to industry analysts at Stellar Market Research that the [Fertility Supplements Market](#) is demonstrating strong growth as a result of rising infertility rates, increasing awareness of reproductive health, and innovation within supplement formulations. The market was valued at USD 2.19 Bn in 2024 and is expected to reach USD 3.96 Bn by 2032, growing at a CAGR of 7.65% during the forecast period.



## Fertility Supplements Market Outlook (2025–2032)

“

A new chapter in reproductive health, backed by capsules and confidence" implies a move to APAP - affordable, proven, accessible, fertility solutions"

Navneet Kaur

Fertility supplements are experiencing an upward global trend as alternatives to expensive, invasive reproductive health issues for men and women. Infertility is on the rise due to advanced age, stress, obesity, and chronic conditions such as polycystic ovarian syndrome (PCOS) and diabetes. Consumers are looking for alternatives that are scientifically proven and not difficult to take. Fertility supplements have carefully-composed formulas that contain necessary vitamins, minerals, antioxidants and herbal extracts to support hormonal balance, sperm

quality, ovulation and other overall reproductive functions. The increase in the availability of health care and more options for online or over-the-counter access to products has led to

advancements in the fertility supplements industry. Companies have also committed financial investments to research, evidence of clinical validation, and creating individualized formulations, which will continue in emerging markets with an emphasis on clean-label and plant-based alternatives to increase speed to market demand for consumers.

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## Fertility Supplements Market Dynamics

### Drivers

#### Rising Global Infertility Rates

Worldwide fertility struggles are ramping up with modern lifestyles, deferred family planning, stress, and health conditions. The WHO states that 39% of adults are overweight or obese and both have connections to lower fertility. In addition, polycystic ovary syndrome (PCOS) affects between 6% and 12% of women of reproductive age, along with an increase in diabetes cases, and chronic stress levels rising over the past decade. These statistics put more on the urgent need for reproductive support with fertility supplements being one of the first choices for health-focused consumers.

#### Shift Toward Natural and Preventive Healthcare

The increased consumer enthusiasm for natural supplements rather than modalities that involve pharmaceuticals has grown and a greater preference for nutraceuticals containing ingredients such as folic acid, zinc, vitamin D, myo-inositol, maca root, CoQ10, is emerging. Health-related educational campaigns, social media awareness, and wide scale destigmatization of infertility are driving the adoption of supplements.

#### Innovation in Formulations & Clinical Validation

Manufacturers are putting emphasis on formulations with high bioavailability potential, supplements for gender-specific needs, and supplements for fertility needs that relate to age. New products like FH PRO by Fairhaven Health and Fertility Nutraceuticals Advanced Prep 35–39 demonstrates this new shift in manufacturer products moving towards a science-based, targeted approach.

### Restraints

#### Supply Chain Volatility and Regulatory Complexities

The COVID-19 pandemic, coupled with worldwide disruptions, has directly impacted the

availability of raw materials and logistics, thus increasing costs. Moreover, regional regulations and cultural sensitivities will differ when it comes to an approach to reproductive health. Therefore, they will need to utilize valid go-to-market strategies that are not one-size-fits-all.

## Fertility Supplements Market Segmentation

### By Product

#### Capsules (Leading Segment)

Capsules have obtained market supremacy due to usability for consumers, nutrient targeted delivery and high consumer preference. Capsules allow curated custom blends of harvested herbal origins and nutritional origins to support fertility without any need to find a liquid delivery. Manufacturers are still experimenting with formulations, raising comparative potency and bioavailability.

Tablets

Soft Gels

Powders

Liquids

By End User

#### Women (Majority Share)

Women account for the larger share because there are a greater scope of supplements targeted to ovulation, hormone, and egg quality.

#### Men

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### Recent Developments

April 2023 – Mankind Pharma (India): In Rajasthan, Mankind Pharma launched a dedicated facility for the manufacture of Duphaston, a synthetic hormonal drug (dydrogesterone) used to treat infertility and to prevent miscarriage, further demonstrating its commitment to reproductive healthcare and its capacity to increase domestic production in India.

December 2022 – Reig Jofre (Spain): Reig Jofre introduced a new product called TRIFERTY-ATM in partnership with CIMAB, a nutritional supplement designed for male fertility that acts on sperm formation, energy metabolism, and oxidative stress, as part of the growing concern for male reproductive health through clinically supported non-invasive methods.

In April 2022, Fertility Nutraceuticals (USA) announced Advanced Prenatal and Advanced Prep 35-39, prenatal vitamins, at age specific dosage levels, which include FERTINATAL (micronized DHEA)

and necessary nutrients, that are designed to support egg quality and optimize reproductive journey outcome, with intentional nutritional supplementation.

## Regional Insights

### North America

North America is leading the way due to increased infertility rates, increasing awareness of health, and high use of supplements. The U.S. alone comprises 80% of the regional market and consumers spend upwards of \$50 billion per year in dietary supplements. Using clinical advances to drive product innovations and launches like Fairhaven Health' FH PRO as a differentiator aid to solidify the growth prospects of the North American market. Profit margins are as high as 70% for the leading players.

### Europe

A general growth trend is emerging as the demand for clean-label and organic continues to rise. The UK, Germany, and France are seeing strong demand for natural fertility solutions.

### Asia-Pacific

Almost exponential growth potential is presenting in Asia-Pacific due to increasing infertility awareness paired with enhanced health care structure. It is also encouraging for public awareness in regards to infertility, including China, India, and Japan. There is reduced stigma towards infertility, opening up new consumer segments.

### Summary

The Global Fertility Supplements Market continues to grow steadily and sustainably now that infertility has been normalized as a health issue. Fertility supplements were already following natural health trends, but more consumer education and more third-party R&D backed products being put in the market are allowing fertility supplements to become recognized as a safe, easy and effective option. Capsules account for the largest market share due to their ease of use, North America is the largest single market, while Asia-Pacific is growing fast. Further investment in digital health, innovation of ingredients, development of new products and strategic partnerships with stakeholders across the sector has the potential to create new opportunities and avenues for growth in this area where there is significant potential.

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