

# Specialty Supplements Market Report for M&A, Expansion, and Competitive Benchmarking (2025–2034)

*The Business Research Company's  
Specialty Supplements Market Report for  
M&A, Expansion, and Competitive  
Benchmarking (2025–2034)*

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## How Big Is The Global Specialty Supplements Market Expected To Grow?

“

It will grow to \$63.99 billion  
in 2029 at a compound  
annual growth rate (CAGR)  
of 8.4%.”

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The specialty supplements market has been witnessing strong growth in recent years, fuelled by a rise in consumer awareness of preventive healthcare and an increasing aging population with chronic health needs. A growing demand for natural and herbal products, expanding availability via retail and pharmacy chains, coupled with rising disposable income in emerging economies has propelled the market size from \$42.7 billion in 2024 to an estimated \$46.42 billion in 2025. This suggests a

compound annual growth rate CAGR of 8.7%.

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## What Is Its Annual Growth Rate?

Moreover, the market is projected to continue to grow robustly in the next few years, reaching \$63.99 billion by 2029, with a CAGR of 8.4%. This growth is expected to stem from increasing adoption of personalized nutrition solutions, growing use of dietary supplements in conjunction

with prescription therapies, a surge in focus on immune and gut health, as well as expanding digital health platforms and telehealth integration.

Prominent trends during the forecast period encompass advancements in supplement delivery systems, innovations in personalized supplement formulation, development in wearable health integration, active research and development in bioavailable ingredients, and advancements in gut microbiome-based supplementation strategies.

#### What Other Factors Are Driving The Growth Of The Specialty Supplements Market?

A key growth driver of the specialty supplements market is increasing health consciousness among consumers. More individuals are showing a proactive focus on maintaining and improving their health through lifestyle choices, diet, exercise, and preventive care. This rise in health consciousness has inspired individuals to adopt healthier lifestyles and make informed dietary and supplement choices. This, in turn, has provided a significant boost to the specialty supplements market, as these products offer targeted nutritional aid to help maintain and improve well-being.

In 2023, the global wellness economy reached \$6.3 trillion according to the US-based nonprofit, the Global Wellness Institute. Significantly up post-pandemic, it is projected to exhibit strong annual growth of 7.3% through to 2028. This underscores the importance of increasing health consciousness in driving the growth of the specialty supplements market.

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#### Which Key Players Are Leading Specialty Supplements Market?

Major companies operating in the specialty supplements market include Thorne HealthTech Inc., Life Extension Foundation Buyers Club Inc., Bactolac Pharmaceutical Inc., Designs for Health Inc., Ritual Inc., Seed Health Inc., SDC Nutrition Inc., Oriflame Holding AG, Bio Nutraceuticals Inc., HUM Nutrition Inc., Advanced Supplements LLC, True Nutrition Inc., ACF Pharma LLC, Lemme Wellness Inc., Vimergy LLC, 1Mission Nutrition LLC, Nugen Research Inc., Beyond Organic LLC, Fungi Perfecti LLC operates as Host Defense Mushrooms, New Life Vitamins Inc.

#### What Are The Key Trends Of The Specialty Supplements Market?

These key industry players are focusing on personalized and condition-specific nutrition, using models like condition-specific supplementation to deliver targeted nutritional solutions that support individualized health needs and enhance the effectiveness of wellness and therapeutic regimens. An example of this strategy was seen in March 2025 when The Vitamin Shoppe introduced GLP-1 Support from Whole Health Rx, a specialty supplement designed to support weight management and metabolic health.

#### How Is The Global Specialty Supplements Market Segmented?

The specialty supplements market is segmented as follows:

- 1 By Type: Vitamins, Minerals, Herbal Supplements, Amino Acids, Probiotics, Other Types
- 2 By Application: Sports Nutrition, Bone And Joint Health, Digestive Health, Immune Health, Other Applications
- 3 By Distribution Channel: Online Retailers, Health Food Stores, Pharmacies, Supermarkets, Direct Selling, Fitness Centers, Other Distribution Channels
- 4 By End User: Adults, Geriatric, Pregnant Women, Children, Other End Users

Subsegments include various vitamins, minerals, herbal supplements, amino acids, probiotics, and more distinct types such as enzymes, omega fatty acids, coenzyme Q10, antioxidants, and collagen supplements.

What Regional Insights Does The Report Detail?

North America was the largest region in the specialty supplements market in 2024. However, the report also provides extensive coverage of regions such as Asia-Pacific, Western Europe, Eastern Europe, South America, Middle East, and Africa.

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