

Biotin Supplement Market Size, Share, Growth, Overview, Price, Outlook, Report And Forecast

A rise in awareness regarding biotin supplements is expected to propel the growth of the biotin supplements market.

WILMINGTON, DE, UNITED STATES, July 14, 2025 /EINPresswire.com/ -- [Biotin supplement market size](https://www.alliedmarketresearch.com/biotin-supplement-market) generated \$583.4 million in 2021, and is projected to reach \$1,410.9 million, by 2031, growing at a CAGR of 9.1% from 2022 to 2031.



Biotin, also known as Vitamin B7, is a vital nutrient that supports the healthy growth of hair and nails. Biotin supplements are widely used to improve the texture and strength of hair, skin, and nails. Deficiency in biotin can occur due to factors such as alcoholism, which impairs nutrient absorption and is often linked with inadequate dietary intake. As a water-soluble vitamin from the B-complex group, biotin naturally occurs in several foods and is also available in supplement form. It is commonly used to treat biotin deficiency and is incorporated into a variety of skincare, haircare, and nail care products. Foods rich in biotin include animal-based sources such as beef liver, chicken liver, salmon, and eggs. However, biotin supplements should only be taken under medical supervision, as they can interfere with certain laboratory test results.

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The growing awareness of the benefits of vitamin supplements is significantly contributing to the expansion of the biotin supplements market. According to data from the U.S. National Library of Medicine, around 68% of U.S. adults used dietary supplements in 2019. This widespread usage, along with increased health consciousness among consumers, is expected to further drive the growth of the biotin supplements market.

The research report divides the global biotin supplement market into detailed segments based on product form, application, distribution channel, and region. The report uses tables and figures to provide detailed information about the various segments and their sub-segments.

Engaged market participants and investors can develop strategies based on the report's highest revenue-generating and fastest-growing segments.

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According to the region, Asia-Pacific held the largest share in 2021 and is expected to continue its dominance during the forecast period due to a surge in health consciousness and an increased understanding of the advantages of biotin supplements. Moreover, the huge penetration of biotin supplement products is expected to increase in the Asia-Pacific forecast period.

According to the Indian Journal of Medical Research (IJMR), around 33% of the population in the U.S. and several major nations of Europe like Denmark, the UK, and Sweden regularly consume dietary supplements and vitamin supplements which is expected to boost the biotin supplement market share. The rise in healthcare costs is expected to propel the biotin supplement market size since there is a surge in healthcare costs which resulted in populations limelight on biotin supplements to reduce healthcare expenses. According to an article by the National Library of Medicine, healthcare cost is directly affected by macroeconomic indicators because an increase in income levels of a country allows governments to increase their revenue through tax.

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Leading market players of the global biotin supplement market analyzed in the research include Church & Dwight Co., Inc., Nestle S.A., Nutraceutical Corporation, Vytalogy Wellness, L.L.C., Zenwise, LLC, SBR Nutrition, Doctor's Best, Inc., Sports Research Corporation, NOW Health Group, Inc., Life Extension, Designs for Health, Inc., SolaGarden Naturals

The report examines these key players in the global [biotin supplement industry](#) in depth. To increase their market share and maintain dominant positions in various regions, these players have used various strategies such as new product launches, collaborations, expansion, joint ventures, agreements, and others. To highlight the competitive scenario, the report highlights business performance, operating segments, product portfolio, and strategic moves of market players.

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