



Herbal Supplements Market Forecast To 2034 – For Business Leaders, Analysts, And Strategic Teams

*The Business Research Company's Herbal
Supplements Global Market Report 2025
- Market Size, Trends, And Global Forecast
2025-2034*

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What Drives The Herbal Supplements Market's Growth?

Recent years have witnessed sturdy growth in the [herbal supplements market size](#). It is expected to catapult from \$49.71 billion in 2024 to a staggering \$53.8 billion in 2025; it underlies an impressive compound annual growth rate CAGR of 8.2%. But what aspects stimulated this growth in the historic period? Among the various attributing factors, the rise of consumer awareness, a palpable shift towards preventive healthcare, a surge in lifestyle-related health issues, and government initiatives and regulations weigh in significantly.

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What Predictions Can Be Made For The Herbal
Supplements Market Size In The Following Years?

The upward trajectory of the herbal supplements market

size is far from over. Ploughing ahead with a robust growth, it is expected to scale up to \$71.41 billion in 2029 at a CAGR of 7.3%. Ever-expanding consumer education, the global age wave, wellness trends that continue to unfurl across the globe, and an emphasis on personalization and customization of healthcare options are among the primary drivers of this robust growth trajectory.

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Are There Any Key Market Drivers?

In this arena of evolving consumer demands, rigorous market innovations, and increasing product diversity, the forecast period will also spotlight some significant trends. These include a tangible shift towards eco-friendly packaging solutions, the influence of cultural and traditional practices, strategic collaborations and partnerships, and the intensifying demand for personalized nutrition. Fully understanding the potential of these trends can unlock lucrative growth opportunities!

The burgeoning number of health-conscious consumers has given a robust push to the herbal supplements market. The International Food Information Council's IFIC 2022 food and health survey revealed that about 52% of Americans embarked on a diet or an eating pattern in the past year - a substantial leap from the 39% in 2021. This emphasizes that the spectrum of health-conscious people is widening and is anticipated to fuel the [growth of the herbal supplements market](#) in the forecast period.

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Who Are The Major Companies Operating In The Herbal Supplements Market?

Many recognized names in the industry are contributing significantly to the market's growth. Companies such as Archer Daniels Midland Company, Glanbia plc, Herbalife Nutrition International of America Inc., NBTY Inc., Dabur India Ltd., and Blackmores Limited, among others, are striving to cement their stance in the market. Their diverse herbal offerings promise numerous benefits and are entirely free of chemical agents.

[What Are The Emerging Trends In The Herbal Supplements Market?](#)

These companies are not just thriving on their pre-existing product range but are also keen on expanding their portfolio through innovative products such as natural ingredient supplements. These are dietary products sourced from naturally occurring elements like herbs, plants, or minerals, aiming to bolster health and well-being. The launch of Purobest by Innov Healthcare Technologies in 2023 stands as a testament to this emerging trend. This new supplement brand combines the power of natural elements, intending to combat chronic ailments with their meticulously crafted, pure natural extracts.

How Is The Global Herbal Supplements Market Segmented?

Unearthing a deeper understanding, the herbal supplements market is segmented by form, sources, applications, and distribution channels into the following categories:

By Form: Tablets, Capsules, Liquid, Powder And Granules, Soft Gels

With Tablets offered as Compressed Herbal Tablets, Coated Herbal Tablets

Capsules presented as Hard-Shell Capsules, Soft-Shell Capsules
By Sources: Leaves, Fruits, Roots, Vegetables, Barks
By Applications: Food And Beverages, Pharmaceuticals, Personal Care
By Distribution: Store Based, Non-Store Based

How Is The Market Distributed Regionally?

Regional analysis points to North America, being the largest contributor to the herbal supplements market in 2024. On the other hand, Asia-Pacific emerged as the fastest-growing region during the forecast period, demonstrating promising growth prospects for market players.

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