

Top Companies Shaping the Dietary Supplement Industry Landscape To 2031 | Says DataM Intelligence

The global dietary supplement market is growing steadily, fueled by health trends, innovation, and rising demand worldwide.

AUSTIN, TX, UNITED STATES, July 31, 2025 /EINPresswire.com/ -- Dietary Supplement Market Overview:

[Dietary supplements market size](#) are products consumed to enhance overall health by providing essential nutrients such as vitamins, minerals, herbs, amino acids, and probiotics. They support specific health goals like immunity, digestion, weight management, and cognitive function, and are available in various forms including capsules, powders, and gummies.



Dietary Supplement Market size and growth

“

With rising health awareness and aging demographics, the U.S. dietary supplement market continues to expand, projected to surpass USD 60 billion by 2031,” says a senior analyst.”

DataM Intelligence 4Market Research LLP

The global dietary supplement market continues to experience strong growth as consumers prioritize wellness, disease prevention, and active lifestyles, growing at a CAGR of 8.5% during the forecast period (2024–2031). The industry is expanding across segments such as food supplements, gut health supplements, joint health supplements, brain health supplements, and dietary fiber supplements, fueled by changing consumer behavior and the rise of functional nutrition.

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Market Drivers and Opportunities:

Key drivers include increasing awareness of lifestyle-related diseases, aging populations, and growing demand for women's health supplements and diet supplements for weight loss. Consumers are also turning to probiotic diets and clean-label products to support digestion and immune health. Personalized nutrition, backed by digital tools and biomarker analysis, is creating new opportunities for supplement makers to offer tailored solutions. The rise of online shopping has made it much easier for people to find and buy all kinds of supplements, from popular brands to more specialized options

Geographical Share:

North America leads the supplement market thanks to strict health rules, new product ideas, and people who care a lot about staying healthy especially in the U.S.

Asia-Pacific is the fastest-growing region, with increasing disposable incomes and a shift toward preventive health in countries like China, India, and Japan.

Europe shows steady demand, particularly in Germany, the UK, and Nordic countries, where dietary fiber supplements and plant-based options are gaining popularity.

Major Key Players in the Market:

Nature's Bounty, Inc.

Amway

Herbalife Ltd.

Archer Daniels Midland Company

The Himalaya Drug Company

Arkopharma Laboratories Pharmaceuticals

Abbott Nutrition

Bayer

Glanbia

Brands are working on new ideas like supplements for brain support, plant-based options, and eco-friendly packaging to attract today's health-aware shoppers

Market Segments:

By Ingredient Type: (Vitamin, Mineral, Herb, Amino Acid, Enzymes, Others)

By Product Type: (Pills, Capsules, Powders, Gel tabs, Extracts, Liquids)

By End-User: (Pediatrics, Adults, Pregnant women, Geriatrics)

By Region: (North America, Latin America, Europe, Asia Pacific, Middle East, and Africa)

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Key Developments – United States:

In February 2025, a leading U.S. A wellness company introduced a new range of supplements for women, featuring plant-based ingredients aimed at supporting hormone balance, along with collagen to promote glowing skin, mood stability, and a healthy metabolism.

July 2024: A digital health startup partnered with a supplement company to offer DNA-based testing kits that recommend personalized diet supplements for weight loss and immunity.

Key Developments – Japan:

May 2025: A Japanese biotech firm introduced a fermented gut health supplement using native probiotics and plant extracts, aimed at improving digestive and metabolic health.

October 2024: Japan's leading pharmacy chain launched an in-store AI-driven kiosk recommending probiotic diet plans and tailored food supplements based on lifestyle and gut microbiome profiles.

Conclusion:

The global dietary supplement market is evolving rapidly, propelled by innovations in personalized nutrition, digital wellness tools, and clean-label product trends. As consumers increasingly seek holistic health solutions whether for joint health, gut support, or cognitive function the market is set to play a central role in the future of preventive healthcare and everyday wellness.

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