United States Human Nutrition Market is expected to reach USD 187.2 billion by 2030 | DataM Intelligence

The Global Human Nutrition Market is expected to reach at a CAGR of 7.2% during the forecast period 2024-2031.

AUSTIN, TX, UNITED STATES, October 24, 2025 /EINPresswire.com/ -- Overview of the Market:

> "The Human Nutrition Market is growing rapidly, driven by rising health awareness, demand for dietary supplements, and focus on wellness and preventive nutrition."
> *DataM Intelligence*

The Global Human Nutrition Market has experienced significant growth in recent years, driven by the rising awareness of healthy diets, lifestyle changes, and the increasing prevalence of chronic diseases. Human nutrition encompasses a range of products, including dietary supplements, functional foods, vitamins, minerals, and protein-based products aimed at improving overall health and wellness. Rapid urbanization, a shift toward preventive healthcare, and a growing aging population are further propelling the demand for nutritional solutions worldwide.

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According to DataM Intelligence, The Global Human Nutrition Market was valued at approximately USD 107.4 billion in 2022 and is expected to reach USD 187.2 billion by 2030, reflecting a robust CAGR of 7.2% during the forecast period. Key growth drivers include increased consumer health awareness, rising disposable incomes, and a surge in e-commerce channels facilitating easy access to nutrition products. The dietary supplements segment currently dominates the market due to high demand for immunity-boosting vitamins and minerals. Geographically, North America leads the market owing to a well-established healthcare infrastructure, high per capita income, and strong consumer inclination toward preventive healthcare solutions.

Key Highlights from the Report:

The Dietary Supplements segment holds the largest market share in human nutrition.
North America is the leading region in market revenue, followed closely by Europe.
Rising consumer preference for plant-based and organic nutrition products is reshaping the market.
The growing e-commerce sector has boosted accessibility and sales of nutrition products globally.
Increasing prevalence of lifestyle diseases is driving demand for specialized nutrition solutions.
Emerging markets in Asia-Pacific are witnessing rapid adoption due to rising health awareness.

Human Nutrition Market

Market Segmentation:

The Human Nutrition Market is broadly segmented based on product type, end-user, and distribution channel.

By product type, the market includes vitamins, minerals, dietary supplements, protein powders, and functional foods. Vitamins and dietary supplements account for the majority of market revenue due to their strong role in supporting immunity and overall wellness.

Based on end-users, segmentation covers adults, infants, and geriatrics. Adults dominate the consumption segment because of increasing awareness about maintaining long-term health and managing lifestyle disorders. Meanwhile, the infant nutrition sector is expanding steadily due to rising birth rates and increased awareness about early-life nutrition. Functional foods and beverages are gaining traction across all age groups as consumers seek convenient ways to meet daily nutritional requirements.

Distribution channels include retail stores, e-commerce platforms, and direct sales. Online retail has emerged as the fastest-growing channel due to its convenience, wider product availability, and frequent promotional offers. Retail stores, however, continue to hold a significant share as they provide in-person guidance and product trials.

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Regional Insights:

North America dominates the global human nutrition market, supported by high healthcare spending, an extensive distribution network, and strong consumer preference for health supplements. The U.S., in particular, remains a key revenue contributor due to the widespread adoption of preventive healthcare and a growing aging population.

Europe follows North America closely, with Germany, France, and the U.K. showing steady market growth. Increasing health consciousness and demand for plant-based nutrition products are major drivers in this region.

Asia-Pacific is emerging as a high-potential market, particularly in China, India, and Japan. Rising disposable incomes, a young demographic population, and rapid urbanization are boosting demand for nutritional supplements and functional foods. Latin America and the Middle East & Africa are also witnessing gradual growth, primarily driven by awareness campaigns and government initiatives promoting healthy lifestyles.

Market Dynamics:

Market Drivers

The Human Nutrition Market is fueled by several key drivers. The rise in chronic diseases such as diabetes, cardiovascular disorders, and obesity has prompted consumers to adopt preventive healthcare measures. Increased consumer focus on immunity-boosting products post-pandemic has further strengthened demand. Additionally, technological advancements in nutraceutical formulations, combined with rising e-commerce adoption, have facilitated easy access to nutrition products globally.

Market Restraints

Despite strong growth, the market faces certain restraints. High product costs and stringent regulatory frameworks can limit market expansion, particularly in emerging economies. Additionally, consumer skepticism regarding product efficacy and safety remains a challenge for new entrants.

Market Opportunities

Opportunities abound in personalized nutrition and plant-based products. Growing consumer interest in sustainable and organic nutrition solutions is encouraging manufacturers to innovate. The increasing penetration of digital health platforms also offers an avenue for targeted nutrition recommendations and personalized supplement plans, unlocking new revenue streams.

Frequently Asked Questions (FAQs):

How Big is the Human Nutrition Market in 2025?
Who are the Key Players in the Global Human Nutrition Market?
What is the Projected Growth Rate of the Human Nutrition Market?
What is the Market Forecast for Human Nutrition by 2035?
Which Region is Estimated to Dominate the Human Nutrition Industry through the Forecast Period?

Company Insights:

Key players operating in the Human Nutrition Market include:

Medifast, Inc.
Bayer AG
Abbott
DuPont
Amway
The Nature's Bounty Co.
GSK plc.
Nestlé S.A
RiceBran Technologies
Mead Johnson & Company, LLC.

Recent Developments:

United States:
August 2025: Human nutrition companies in the U.S. have accelerated the adoption of online sales platforms, significantly reshaping traditional distribution channels and boosting consumer engagement for nutrition supplements and functional foods.

September 2025: Key players in the U.S. market have advanced strategic mergers and acquisitions to acquire new technologies and expand product portfolios, strengthening their position amid robust demand for personalized and healthy food options.

Japan:
August 2025: There has been notable growth in Japan's personalized nutrition segment, with leading companies launching gut-microbiome testing platforms and advanced probiotic products to cater to consumer demand for targeted health solutions.

October 2025: Major Japanese nutrition brands have introduced new protein and amino acid supplements targeting the aging population, emphasizing claims for sarcopenia prevention and addressing the country's demographic challenges.

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Conclusion:

The Global Human Nutrition Market is poised for sustained growth, driven by increasing health awareness, preventive healthcare adoption, and technological innovations in nutraceuticals. While regulatory challenges and high costs may restrain certain aspects, the market presents significant opportunities in personalized nutrition, organic products, and emerging regions. With North America currently leading and Asia-Pacific emerging rapidly, stakeholders are strategically positioned to capitalize on this evolving market landscape.

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