

Nutritional Supplements Market Competition Analysis 2025: How Players Are Shaping Growth

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

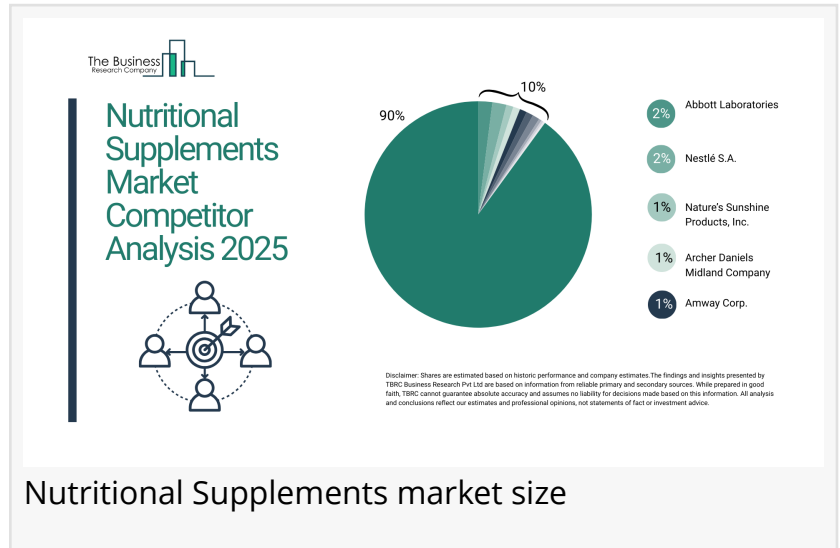
LONDON, GREATER LONDON, UNITED KINGDOM, January 2, 2026

/EINPresswire.com/ -- The [Nutritional Supplements market](#) is dominated by a

mix of global nutrition conglomerates and emerging specialized brands.

Companies are focusing on scientifically backed formulations,

personalized nutrition solutions, and advanced delivery systems to strengthen market presence and meet evolving consumer health demands. Understanding the competitive landscape is essential for stakeholders seeking innovation-driven growth, strategic collaborations, and entry into high-potential functional health segments.



Nutritional Supplements market size



It will grow from \$414.85 billion in 2024 to \$440.77 billion in 2025 at a compound annual growth rate (CAGR) of 6.2%”

The Business Research Company

Which Market Player Is Leading the Nutritional Supplements Market?

According to our research, Abbott Laboratories led global sales in 2024 with a 2% market share. The Nutrition Products division of the company completely involved in the [nutritional supplements market growth](#), provides complete nutrition solutions for infants, children, adults and individuals with medical needs. It provides infant formula, enteral nutrition and specialized dietary

supplements to support growth, recovery and overall health. The division ensures scientifically formulated products with essential nutrients, adhering to strict quality and safety standards. By leveraging advanced research and clinical expertise, it delivers tailored nutrition solutions for hospitals, healthcare professionals and consumers seeking optimal dietary support for various life stages and health conditions.

How Concentrated Is the Nutritional Supplements Market?

The market is fragmented, with the top 10 players accounting for 9% of total market revenue in 2024. This level of fragmentation reflects the industry's broad product diversity, widespread competition, and relatively low-to-moderate entry barriers. Leading companies such as Abbott Laboratories, Nestlé S.A., Nature's Sunshine Products, and Archer Daniels Midland Company dominate through strong brand equity, extensive product portfolios, and established distribution networks, while numerous smaller players serve niche segments and regional markets. As demand for personalized nutrition, clean-label ingredients, and science-backed formulations accelerates, strategic collaborations, product innovations, and selective consolidation are expected to further strengthen the positioning of major players.

- Leading companies include:

- o Abbott Laboratories (2%)
- o Nestlé S.A. (2%)
- o Nature's Sunshine Products, Inc. (1%)
- o Archer Daniels Midland Company (1%)
- o Amway Corp. (1%)
- o GlaxoSmithKline Plc. (1%)
- o BASF SE (1%)
- o GNC Holdings (General Nutrition Centers) (0.4%)
- o Herbalife Nutrition Ltd. (Herbalife International Ltd.) (0.3%)
- o Bayer AG (0.3%)

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https://www.thebusinessresearchcompany.com/sample_request?id=8162&type=smp

Which Companies Are Leading Across Different Regions?

- North America: Specnova Inc., Synevit Jamieson Wellness, CanPrev Natural Health, Nufarm Limited, Else Nutrition Holdings Inc., The Vitamin Shoppe, Wellful, Inc., Ancient Nutrition, HealthyCell, GNC (General Nutrition Centers), NOW Foods and Jarrow Formulas are leading companies in this region.
- Asia Pacific: Beijing Tong Ren Tang Co., Ltd., Tiens Group Co., Ltd., Abbott Laboratories, Nestlé Health Science S.A., Kirin Holdings Company, Limited, Kaneka Corporation, MiracleMe Co., Ltd., Marico Limited, Satiya Nutraceuticals Pvt. Ltd., By-Health Co., Ltd., Infinitus (China) Company Ltd., Himalaya Wellness Company, Dabur India Ltd., Patanjali Ayurved Ltd., Kalbe Farma Tbk, Sido Muncul Tbk, Fancl Corporation, DHC Corporation, Orihiro Co., Ltd., CJ CheilJedang Corp. and NutriBiotech Co., Ltd. are leading companies in this region.
- Western Europe: Pharma Nutra Spaxxi, Mushroom Inc., Nestlé Health Science S.A., Danone S.A., Herbalife Nutrition Ltd., Amway Corp. and Vitabiotics Ltd. are leading companies in this region.
- Eastern Europe: Trime S.A., Evalar JSC, BioFoodLab Ltd., Maspex Wadowice Group, Zentiva Group and KRKA, d.d. are leading companies in this region.

- South America: Nestlé Health Science S.A., Puravida, Danone S.A., Herbalife Nutrition Ltd., Amway Corp. and Vitabiotics Ltd. are leading companies in this region.

What Are the Major Competitive Trends in the Market?

- Advancing nutrient delivery through innovative gel technology is enhancing nutrient bioavailability.
- Example: HealthyCel Eye Health MicroGel supplement (May 2024) to support retina health and visual acuity at a time when digital device use and an aging population are increasing eye health concerns.
- These innovations protect against oxidative stress, support retinal health, and enhance overall vision, providing a convenient solution for individuals seeking proactive eye care.

Which Strategies Are Companies Adopting to Stay Ahead?

- Launching strategic partnerships to advance research and enhance market position
- Enhancing strategic collaborations with research institutions and healthcare partners
- Focusing on personalized nutrition and consumer wellness solutions
- Leveraging e-commerce platforms and digital marketing for broader market reach.

Access the detailed Nutritional Supplements Market report here

<https://www.thebusinessresearchcompany.com/report/nutritional-supplements-global-market-report>

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