

Nutritional Supplements Market In 2029

Nutritional Supplements Global Market Report 2026 – Market Size, Trends, And Forecast 2026-2035

LONDON, GREATER LONDON, UNITED KINGDOM, January 6, 2026 /EINPresswire.com/ -- "[Nutritional Supplements Market](#) to Surpass \$593 billion in 2029. Within the broader Food And Beverages industry, which is expected to be \$8,783 billion by 2029, the Nutritional Supplements market is estimated to account for nearly 7% of the total market value.

Which Will Be the Biggest Region in the Nutritional Supplements Market in 2029

Asia Pacific will be the largest region in the nutritional supplements market in 2029, valued at \$231,702 million. The market is expected to grow from \$150,134 million in 2024 at a compound annual growth rate (CAGR) of 9%. The strong growth can be attributed to the vitamin deficiency prevalence, boom in gym memberships and rise in aging population.

Which Will Be The Largest Country In The Global Nutritional Supplements Market In 2029?

The USA will be the largest country in the nutritional supplements market in 2029, valued at \$133,577 million. The market is expected to grow from \$97,013 million in 2024 at a compound annual growth rate (CAGR) of 7%. The strong growth can be attributed to the growing demand for functional foods, increasing the prevalence of chronic diseases and increasing consumer interest in personalized nutrition.



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What will be Largest Segment in [the Nutritional Supplements Market in 2029?](#)

The nutritional supplements market is segmented by type into vegan sport nutrition, meal replacement shakes, food supplements and other types. The

food supplements market will be the largest segment of the nutritional supplements market segmented by type, accounting for 49% or \$288,986 million of the total in 2029. The food supplements market will be supported by growing awareness of preventive healthcare, increasing consumer demand for personalized nutrition, rising focus on addressing nutrient deficiencies in modern diets, expanding use in functional foods and beverages, growing popularity of plant-based and natural ingredients, advancements in supplement formulation technologies and the aging population's need for targeted health support.

The nutritional supplements market is segmented by formulation into tablets, capsules, powder, soft gels, liquid, and other formulations. The powder market will be the largest segment of the nutritional supplements market segmented by formulation, accounting for 35% or \$208,263 million of the total in 2029. The powder market will be supported by the increasing demand for customizable dosages, growing popularity of fitness and weight management products, convenience in mixing with beverages and versatility in delivering a wide range of nutrients.

The nutritional supplements market is segmented by ingredients into botanicals, vitamins, minerals, proteins and amino acids, fish oils, fibers and specialty carbohydrates, enzymes and other ingredients. The vitamins market will be the largest segment of the nutritional supplements market segmented by ingredients, accounting for 29% or \$171,539 million of the total in 2029. The vitamins market will be supported by the increasing prevalence of vitamin deficiencies, growing health consciousness, aging population, popularity of beauty supplements, e-commerce growth.

The nutritional supplements market is segmented by distribution channel into super market/hyper market, retail pharmacies, direct selling, drug stores and e-commerce. The supermarket/hypermarket market will be the largest segment of the nutritional supplements market segmented by distribution channel, accounting for 40% or \$239,094 million of the total in 2029. The supermarket/hypermarket market will be supported by the wide product availability, convenience of shopping, growing consumer preference for one-stop shopping, competitive



pricing strategies and the ability to cater to a large customer base.

The nutritional supplements market is segmented by end-users into infant, children, adults, pregnant women and elderly. The adults market will be the largest segment of the nutritional supplements market segmented by end-users, accounting for 40% or \$238,372 million of the total in 2029. The adults market will be supported by the growing focus on maintaining health and wellness, increasing awareness of chronic diseases, rising demand for weight management solutions, busy lifestyles driving convenience and the aging population seeking preventive health measures.

What is the expected CAGR for the Nutritional Supplements Market leading up to 2029?

The expected CAGR for the nutritional supplements Market leading up to 2029 is 7%.

What Will Be The Growth Driving Factors In The Global Nutritional Supplements Market In The Forecast Period?

The rapid growth of the global nutritional supplements market leading up to 2029 will be driven by the following key factors that are expected to reshape consumer health, retail channels, product development, and manufacturing processes worldwide.

Increasing Prevalence Of Chronic Diseases - The increasing prevalence of chronic diseases will become a key driver of growth in the nutritional supplements market by 2029. Nutritional supplements can play a key role in managing chronic diseases by addressing nutrient deficiencies that may exacerbate health conditions such as diabetes, cardiovascular disease, and osteoporosis. They support immune function, reduce inflammation, and help maintain overall metabolic balance, thereby improving quality of life and potentially slowing disease progression. As a result, the increasing prevalence of chronic diseases is anticipated to contributing to a 2.0% annual growth in the market.

Rise In Aging Population - The rise in aging population will emerge as a major factor driving the expansion of the nutritional supplements market by 2029. Nutritional supplements are particularly beneficial for the aging population as they help address age-related nutritional deficiencies, support immune function, and maintain bone and muscle health. As people age, their ability to absorb nutrients from food decreases, making supplements a valuable tool to promote overall well-being and prevent chronic diseases. Consequently, the rise in aging population is projected to contributing to a 1.0% annual growth in the market.

Boom In Gym Memberships - The boom in gym memberships will serve as a key growth catalyst for the nutritional supplements market by 2029, The increasing demand for gym memberships has fueled demand for nutritional supplements, as fitness enthusiasts increasingly seek products that support muscle growth, recovery, and overall performance. Supplements like protein powders, amino acids, and pre-workouts have become essential for individuals aiming to maximize their workout results and maintain active lifestyles. Therefore, this boom in gym memberships is projected to supporting to a 0.8% annual growth in the market.

Increasing Fitness and Sports Nutrition - The increasing fitness and sports nutrition will become a significant driver contributing to the growth of the nutritional supplements market by 2029. Nutritional supplements play a vital role in enhancing fitness and sports performance by supporting muscle recovery, boosting energy levels, and improving endurance. They help athletes and fitness enthusiasts meet their dietary needs, especially when intense training demands higher intake of proteins, vitamins, and minerals. Consequently, the increasing fitness and sports nutrition is projected to contribute to a 0.5% annual growth in the market.

Access the detailed Nutritional Supplements Market report here:

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

What Are The Key Growth Opportunities In The Nutritional Supplements Market in 2029?

The most significant growth opportunities are anticipated in the nutritional supplements food market, the e-commerce nutritional supplements market, the adult nutritional supplements market, the powdered form nutritional supplements market, and the nutritional supplements vitamins market. Collectively, these segments are projected to contribute over \$324 billion in market value by 2029, driven by rising consumer focus on preventive health, expanding online supplement retail channels, and growing demand for personalized nutrition. This surge reflects the accelerating adoption of nutrient-rich, functional products supported by advancements in formulation technologies, clean-label trends, and wider applications across fitness, wellness, and clinical nutrition. As a result, these high-growth categories are poised to reshape the broader nutritional supplements industry, enabling significant innovation and expansion globally.

The nutritional supplements food market is projected to grow by \$79,369 million, the e-commerce nutritional supplements market by \$68,932 million, the adult nutritional supplements market by \$68,211 million, the powdered form nutritional supplements market by \$59,182 million and the nutritional supplements vitamins market by \$47,844 million over the next five years from 2024 to 2029.

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