

# Nutritional Supplements Market 2026: Capture Growth Opportunities Within The Expanding Preventive Healthcare Sector

*The Business Research Company's Nutritional Supplements Market Report 2026 – Market Size, Trends, And Global Forecast 2026-2035*

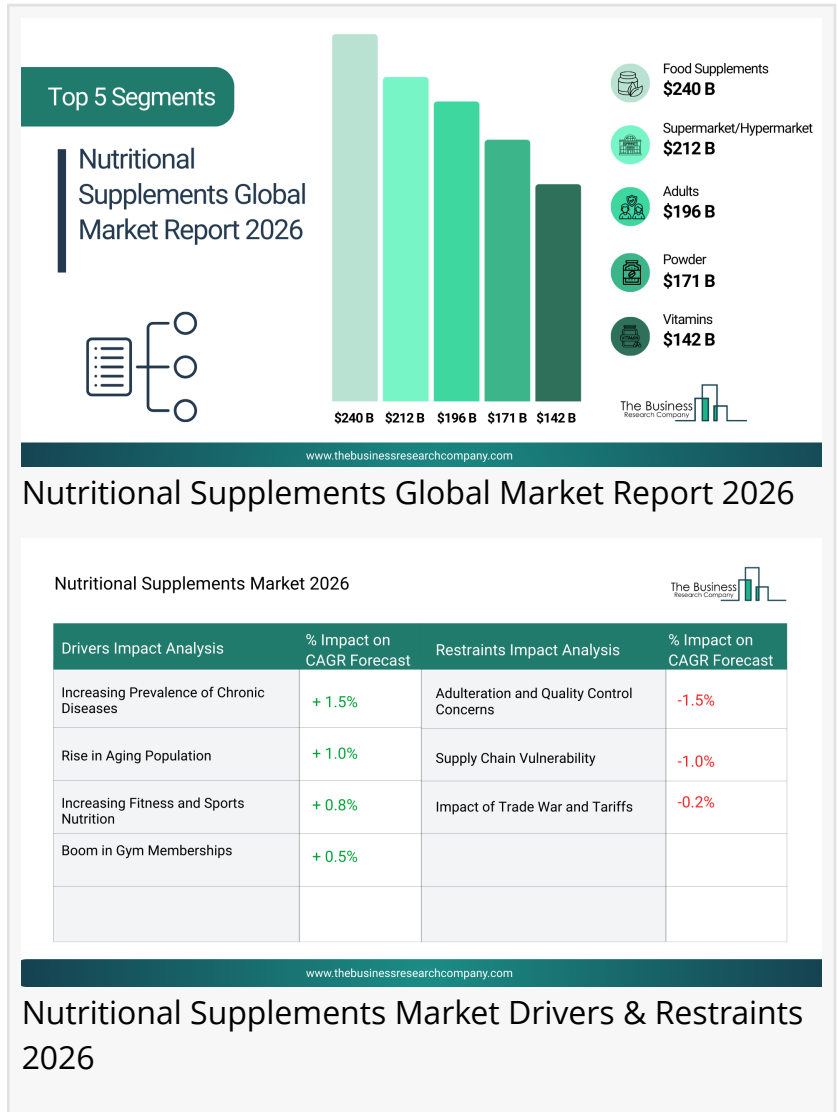
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/EINPresswire.com/ -- "[Nutritional Supplements Market](#) to Surpass \$636 billion in 2030. Within the broader Pharmaceuticals industry, which is expected to be \$2,355 billion by 2030, the Nutritional Supplements market is estimated to account for nearly 27% of the total market value.

Which Will Be the Biggest Region in the Nutritional Supplements Market in 2030?

Asia Pacific will be the largest region in the nutritional supplements market in 2030, valued at \$252,189 million. The market is expected to grow from \$164,329 million in 2025 at a compound annual growth rate (CAGR) of 9%. The strong growth can be attributed to the boom in gym memberships and rise in aging population.

Which Will Be The Largest Country In The [Global Nutritional Supplements Market](#) In 2030? The USA will be the largest country in the nutritional supplements market in 2030, valued at \$140,924 million. The market is expected to grow from \$103,319 million in 2025 at a compound annual growth rate (CAGR) of 6%. The strong growth can be attributed to the boom in gym memberships and rise in prevalence of chronic diseases.



Request a free sample of the Nutritional Supplements Market report:

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What will be Largest Segment in the Nutritional Supplements Market in 2030?

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 \$308,775 million of the total in 2030. The food supplements market will be supported by the 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 \$222,728 million of the total in 2030. 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 ingredient 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 ingredient, accounting for 29% or \$182,261 million of the total in 2030. 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 supermarket/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 39% or \$248,731 million of the total in 2030. 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. Supermarkets and hypermarkets provide a one-stop shopping experience for consumers, offering nutritional supplements alongside other essential goods. This convenience makes it easier for consumers to purchase supplements as part of their regular shopping routine, leading to higher impulse buys and repeat purchases.

The nutritional supplements market is segmented by end-user into infant, children, adults, pregnant women and elderly. The adults market will be the largest segment of the nutritional supplements market segmented by end user, accounting for 37% or \$238,372 million of the total in 2030. 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 2030?

The expected CAGR for the nutritional supplements market leading up to 2030 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 2030 will be driven by the following key factors that are expected to reshape regulatory oversight, product development, manufacturing quality assurance, supply-chain transparency, and go-to-market models 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 2030. Nutritional supplements play an important role in chronic disease management by helping address nutrient deficiencies that can worsen conditions such as diabetes, cardiovascular disorders, and osteoporosis. They aid in supporting immune health, reducing inflammation, and maintaining metabolic balance, which can enhance quality of life and potentially slow disease progression. As a result, the increasing burden of chronic diseases is expected to fuel demand for nutritional supplements. As a result, the increasing prevalence of chronic diseases is anticipated to contributing to a 1.5% 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 2030. Nutritional supplements are especially beneficial for older adults as they help address age-related nutrient deficiencies, support immune health, and maintain bone and muscle strength. With advancing age, the body's ability to absorb nutrients from food declines, making supplements an important aid in promoting overall well-being and reducing the risk of chronic diseases. Consequently, the rise in aging population is projected to contributing to a 1.0% annual growth in the market.

Increasing Fitness and Sports Nutrition - The increasing fitness and sports nutrition will serve as a key growth catalyst for the nutritional supplements market by 2030. Nutritional supplements play a crucial role in improving athletic and fitness performance by aiding muscle recovery, enhancing energy levels, and increasing endurance. They help athletes and fitness enthusiasts meet elevated nutritional requirements, particularly during intensive training that demands higher intake of proteins, vitamins, and minerals. Consequently, the increasing emphasis on fitness and sports nutrition will drive the growth of the nutritional supplements market. Therefore, this increasing fitness and sports nutrition is projected to supporting to a 0.8% annual growth in the market.

Boom In Gym Memberships - The boom in gym memberships will become a significant driver contributing to the growth of the nutritional supplements market by 2030. Rising participation in fitness activities has increased demand for supplements that support muscle development, recovery, and overall performance. Products such as protein powders, amino acids, and pre-workout formulations have become integral for individuals seeking to optimize workout outcomes and sustain active lifestyles. As a result, the boom in gym memberships will propel the growth of the nutritional supplements market. Consequently, the boom in gym memberships is projected to contributing 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?utm\\_source=EINPresswire&utm\\_medium=Paid&utm\\_campaign=Mar\\_PR](https://www.thebusinessresearchcompany.com/report/nutritional-supplements-global-market-report?utm_source=EINPresswire&utm_medium=Paid&utm_campaign=Mar_PR)

What Are The Key Growth Opportunities In The Nutritional Supplements Market in 2030?

The most significant growth opportunities are anticipated in the food nutritional supplements market, the e-commerce nutritional supplements market, the adults nutritional supplements market, the powder nutritional supplements market, and the vitamins nutritional supplements market. Collectively, these segments are projected to contribute over \$346 billion in market value by 2030, driven by rising preventive healthcare awareness, increasing demand for convenient and personalized nutrition solutions, rapid expansion of digital and direct-to-consumer sales channels, and a growing adult and aging population focused on immunity, energy, and long-term wellness. This surge reflects the accelerating shift toward proactive health management, functional ingredient innovation, enhanced bioavailability technologies, and data-driven consumer engagement strategies that are reshaping product development, distribution models, and competitive dynamics across the broader nutritional supplements industry.

The food nutritional supplements market is projected to grow by \$84,466 million, the e-commerce nutritional supplements market by \$76,909 million, the adults nutritional supplements market by \$72,052 million, the powder nutritional supplements market by \$62,813 million, and the vitamins nutritional supplements market by \$49,736 million over the next five years from 2025 to 2030.

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The Business Research Company  
Americas +1 310-496-7795  
Europe +44 7882 955267  
Asia & Others +44 7882 955267 & +91 8897263534  
Email: [info@tbrc.info](mailto:info@tbrc.info)"

Oliver Guirdham  
The Business Research Company  
+44 7882 955267  
[info@tbrc.info](mailto:info@tbrc.info)  
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