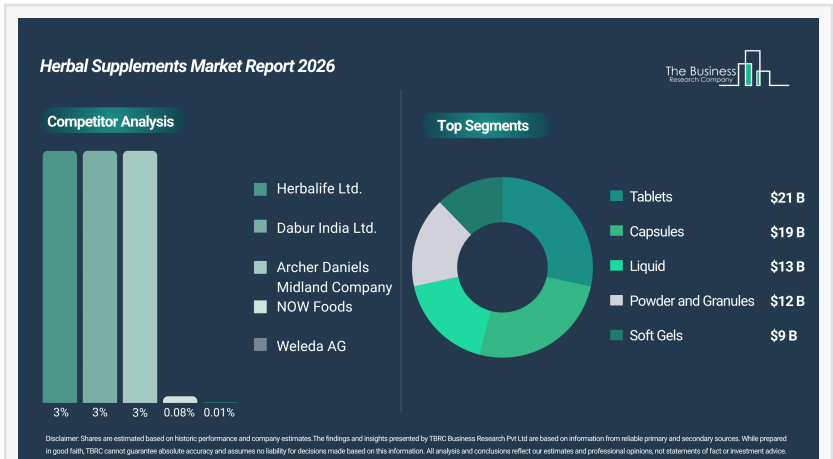


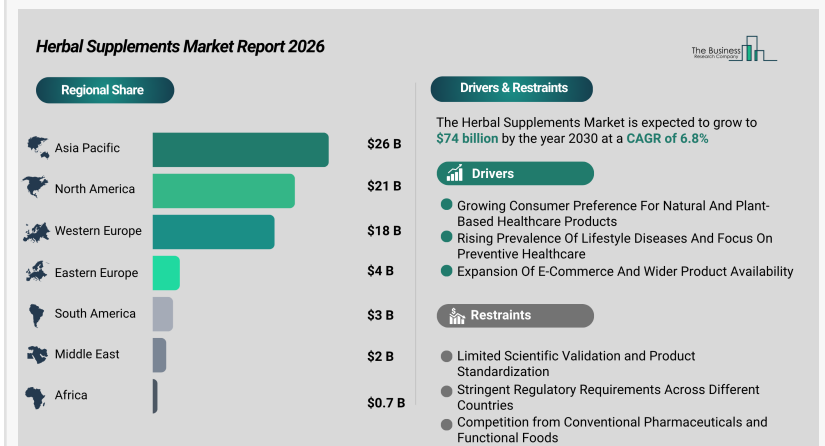
Herbal Supplements Market Expected to Reach \$73.96 Billion by 2030 Driven by Robust Industry Expansion

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

LONDON, GREATER LONDON , UNITED KINGDOM, October 12, 2026 /EINPresswire.com/ -- The [herbal supplements market](#) is evolving rapidly as manufacturers and botanical ingredient experts work together to meet changing consumer wellness preferences. By focusing on standardized extracts, clinically validated formulas, sustainable sourcing, and innovative delivery methods, these companies aim to strengthen their market presence. Meanwhile, factors such as quality assurance, traceability, regulatory compliance, and clean labeling play a crucial role in shaping competition. Gaining a clear understanding of this environment enables stakeholders to identify growth, innovation, and partnership possibilities within the expanding herbal health sector.



herbal supplements global market



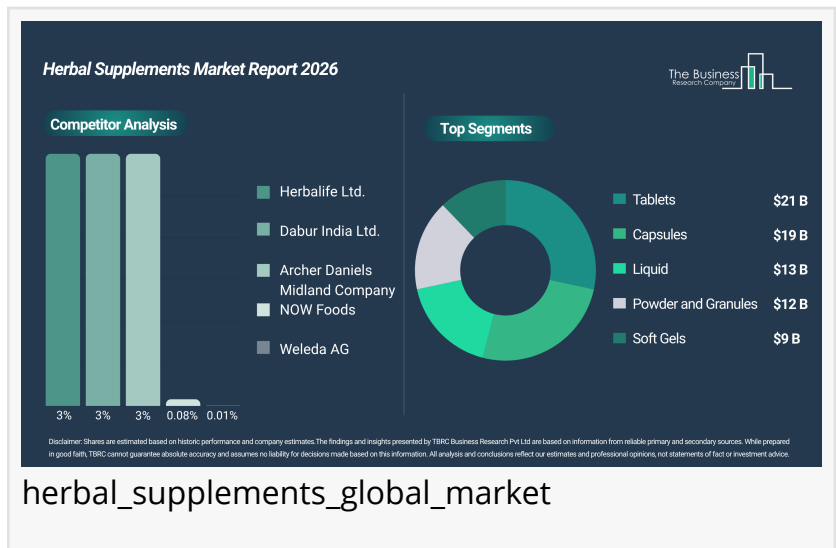
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Herbal Supplements Market Leadership and Positioning in 2025

In 2025, Herbalife Ltd. emerged as the leading seller globally, holding a 3% share of the herbal supplements market, according to [The Business Research Company](#). Herbalife's nutrition division offers a wide range of products including herbal dietary supplements, botanical wellness items, weight management formulas, digestive health supplements, and functional nutrition solutions. These products are distributed worldwide through retail outlets and direct-selling

channels, supporting daily wellness, immunity, and nutritional balance.

Request A Free Sample Of The Herbal Supplements Market Report
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Competitive Landscape and Market Fragmentation in Herbal Supplements

The herbal supplements industry remains highly fragmented, with the top 10 companies accounting for only 8% of total market revenue in 2025. Entry barriers are moderate due to evolving regulations around supplements, botanical standardization, and quality expectations, coupled with the demand for trustworthy sourcing and manufacturing. Market leaders maintain their foothold by offering extensive herbal product portfolios, broad distribution networks, reputable brands, and continuous innovation in formulations and sourcing. Growing consumer interest in plant-based nutrition, preventive health, and clean-label supplements is expected to drive new product launches, partnerships, and geographic expansion.

Market Shares of Top Herbal Supplement Companies in 2025

- Herbalife Ltd. — 3% share
- Dabur India Ltd. — 3% share
- Archer Daniels Midland Company — 3% share
- NOW Foods — 0.1% share
- Weleda AG — 0.01% share
- Himalaya Wellness Company — 0.01% share
- Dr. Willmar Schwabe GmbH & Co. KG — 0.01% share
- Gaia Herbs Inc. — 0.01% share
- Solaray, Inc. — 0.01% share
- Traditional Medicinals, Inc. — 0.01% share

Access The Detailed Herbal Supplements Market Report Here

https://thebusinessresearchcompany.com/report/herbal-supplements-global-market-report?utm_source=EINPresswire&utm_medium=Paid&utm_campaign=Oct_PR

How Scientific Advances Are Shaping the Herbal Supplements Market

There is a clear shift towards science-backed nutraceutical products in the herbal supplements space, expanding the range of premium wellness offerings and enhancing consumer confidence in preventive health solutions.

For instance, in June 2025, Dabur India Ltd. launched Siens by Dabur, a premium digital-first nutraceutical brand providing supplements focused on beauty, skin health, daily wellness, and gut support. The brand's clinically researched formulas, globally sourced quality ingredients, and certifications such as GMP, ISO, and HACCP bolster credibility, deepen trust, and appeal to health-conscious consumers seeking reliable herbal options.

Core Corporate Strategies Guiding Herbal Supplements Companies

Companies in the herbal supplements market are prioritizing several strategies to maintain competitiveness:

- Creating botanically validated formulations that earn consumer trust
- Delivering personalized herbal nutrition focused on preventive care
- Innovating with clean-label, plant-based supplements
- Establishing strategic alliances to expand ingredient sourcing
- Employing cutting-edge extraction technologies to enhance ingredient potency

Size and Growth Projections for the Herbal Supplements Market

The herbal supplements market is projected to surpass \$74 billion by 2030. As part of the broader Therapeutic Nutrients & Minerals market, expected to hit approximately \$113 billion by the same year, herbal supplements will represent around 66% of this segment. Within the overall Pharmaceuticals industry, valued at an estimated \$2,496 billion in 2030, herbal supplements will account for nearly 3% of the total market value. The sector is anticipated to grow at a compound annual growth rate (CAGR) of 7% through 2030.

Regions Experiencing the Fastest Growth in Herbal Supplements

Asia-Pacific is forecasted to be the largest regional market in 2030, valued at \$26.0 billion—rising from \$18.7 billion in 2025—with a CAGR of 7%. This growth is fueled by strong consumer preferences for plant-based wellness products, deep cultural acceptance of traditional herbal remedies, increasing awareness of preventive healthcare, and expanded access to herbal supplements through retail and online channels.

In parallel, the United States is expected to be the largest single country market by 2030, reaching \$19.4 billion, up from \$14.7 billion in 2025, growing at a 6% CAGR. Contributing factors include higher consumer spending on natural health products, demand for immunity and wellness supplements, personalized nutrition plans incorporating herbal ingredients, and new formulations emphasizing clean-label and scientific validation.

Examining Herbal Supplements Market Segments by Form and Source

By product form, the herbal supplements market is divided into tablets, capsules, liquids, powders and granules, and soft gels. Tablets are set to remain the largest category in 2030, capturing 28% of the market or \$21 billion, driven by their convenience, precise dosing, portability, long shelf life, affordability, and advances in manufacturing that improve stability and absorption.

Additional segmentation includes:

- Botanical sources such as leaves, fruits, roots, vegetables, and barks
- Application areas spanning food and beverages, pharmaceuticals, and personal care
- Distribution channels categorized into store-based and non-store-based outlets

Fundamental Factors Propelling Herbal Supplements Market Growth

Three main drivers are expected to accelerate the global herbal supplements market through 2030:

Consumer preference for natural and plant-based healthcare products continues to rise. Many shoppers opt for herbal supplements over synthetic alternatives due to concerns about artificial ingredients and long-term safety. The trend toward clean-label goods, plant-based lifestyles, and holistic wellness is broadening usage across age groups. This factor is estimated to add roughly 1.9% annual growth to the market.

The increasing prevalence of lifestyle diseases such as obesity, diabetes, heart conditions, digestive issues, and stress-related illnesses is pushing consumers to incorporate herbal supplements into daily routines. A growing focus on prevention, healthy aging, and long-term nutrition support is expanding demand among both younger and older populations. This element is expected to contribute approximately 1.8% annual growth.

The expansion of e-commerce and wider product availability are transforming market accessibility. Online shopping offers consumers a vast selection of herbal products with easy comparison, personalized recommendations, subscription options, and direct-to-consumer purchasing. Digital marketing and broader online distribution increase visibility and engagement worldwide. This driver is projected to provide about 1.7% annual growth.

Where the Greatest Growth Opportunities Lie in the Herbal Supplements Market

Dosage forms such as tablets, capsules, liquids, powders and granules, and soft gels represent the most promising growth areas, predicted to add more than \$20 billion in market value by 2030. Specifically, tablets are expected to increase by \$6 billion, capsules by \$5 billion, liquids by \$4 billion, powders and granules by \$3 billion, and soft gels by \$2 billion between 2025 and 2030. This growth is fueled by demand for convenient dosing formats, improved bioavailability of herbal formulations, investments in personalized nutrition, and product innovations centered on clean-label ingredients and user convenience.

Supply Chain Dynamics in the Herbal Supplements Industry

Key raw material suppliers supporting the herbal supplements market include Givaudan, Martin Bauer Group, Indena S.p.A., Naturex, Euromed S.A., Sabinsa Corporation, Nexira, Bio-Botanica Inc., Alps Pharmaceutical Ind. Co., Ltd., MartinBauer India, Xi'an Greena Biotech Co., Ltd., Organic Herb Inc., Changsha Vigorous-Tech Co., Ltd., Shaanxi Jiahe Phytochem Co., Ltd., Nutra Green Biotechnology Co., Ltd., Kancor Ingredients Limited, Vidya Herbs Pvt. Ltd., Arjuna Natural Pvt.

Ltd., and Akay Natural Ingredients Pvt. Ltd.

Wholesalers and distributors playing a vital role include C.H. Robinson, UNFI, KeHE Distributors, McKesson Corporation, Cardinal Health, AmerisourceBergen, DHL Supply Chain, Brenntag SE, IMCD N.V., Barentz International, Azelis Group, DKSH Holding Ltd., Sinopharm Holding, Phoenix Group, Medline Industries, Morris & Dickson, Palko Services, Europa Sports Products, and eWholesaleHub.

End users in this ecosystem comprise companies such as Herbalife Ltd., Dabur India Ltd., Archer Daniels Midland Company, NOW Foods, Weleda AG, Himalaya Wellness Company, Dr. Willmar Schwabe GmbH & Co. KG, Gaia Herbs Inc., Solaray, Inc., Traditional Medicinals, Inc., Swanson Health Products, NutriGold Inc., Viridian Nutrition Ltd., Arizona Natural Products LLC, Sunfood Superfoods, Z Natural Foods, Ancient Greenfields Pvt. Ltd., Premier Health Products Ltd., and Herbochem Sdn. Bhd.

Key Players Influencing the Herbal Supplements Market Landscape

Leading companies competing in the herbal supplements sector include Herbalife Ltd., Dabur India Ltd., Archer Daniels Midland Company, NOW Foods, Weleda AG, Himalaya Wellness Company, Dr. Willmar Schwabe GmbH & Co. KG, Gaia Herbs Inc., Solaray, Inc., Traditional Medicinals, Inc., Swanson Health Products, Bio-Botanica Inc., Herbochem Sdn. Bhd., Ancient Greenfields Pvt. Ltd., Herbal Africa, Sunfood Superfoods, Z Natural Foods, Premier Health Products Ltd., Arizona Natural Products LLC, NutriGold Inc., and Viridian Nutrition Ltd.

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- Market hotspots infographics
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