

# Dietary Supplements in the US

September 2025

**Table of Contents** 

## Dietary Supplements in the US - Category analysis

#### **KEY DATA FINDINGS**

#### 2025 DEVELOPMENTS

The wellness boom reshaping the US dietary supplements market

Competition heats up in a fragmented landscape

E-commerce and social media leads the dietary supplements revolution

## PROSPECTS AND OPPORTUNITIES

Dietary supplements set for strong growth, with an increasing focus on personalisation and multifunctionality

Beauty and gut health dietary supplements to redefine the wellness landscape

Ageing population looking for support in leading longer and healthier lives

#### **CATEGORY DATA**

- Table 1 Sales of Dietary Supplements by Category: Value 2020-2025
- Table 2 Sales of Dietary Supplements by Category: % Value Growth 2020-2025
- Table 3 Sales of Dietary Supplements by Positioning: % Value 2020-2025
- Table 4 NBO Company Shares of Dietary Supplements: % Value 2021-2025
- Table 5 LBN Brand Shares of Dietary Supplements: % Value 2022-2025
- Table 6 Forecast Sales of Dietary Supplements by Category: Value 2025-2030
- Table 7 Forecast Sales of Dietary Supplements by Category: % Value Growth 2025-2030

# Consumer Health in the US - Industry Overview

## **EXECUTIVE SUMMARY**

Consumer Health in 2025: The big picture

Key trends in 2025

Competitive landscape

Channel developments

What next for Consumer Health?

## MARKET INDICATORS

Table 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025

Table 9 - Life Expectancy at Birth 2020-2025

#### MARKET DATA

- Table 10 Sales of Consumer Health by Category: Value 2020-2025
- Table 11 Sales of Consumer Health by Category: % Value Growth 2020-2025
- Table 12 NBO Company Shares of Consumer Health: % Value 2021-2025
- Table 13 LBN Brand Shares of Consumer Health: % Value 2022-2025
- Table 14 Penetration of Private Label in Consumer Health by Category: % Value 2020-2025
- Table 15 Distribution of Consumer Health by Format: % Value 2020-2025
- Table 16 Distribution of Consumer Health by Format and Category: % Value 2025
- Table 17 Forecast Sales of Consumer Health by Category: Value 2025-2030
- Table 18 Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

# APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

## DISCLAIMER

#### **DEFINITIONS**

## **SOURCES**

Summary 1 - Research Sources

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/dietary-supplements-in-the-us/report.