



Market Outlook for Dietary supplements

[Market database](#) states that the target customers for dietary supplements include infants, children, adults, pregnant women, and the elderly population. According to **market research**, adults and the elderly population constitute a larger share in the dietary supplements market. These supplements provide different functionalities such as additional supplements, medicinal supplements, and sports nutrition.

Dietary Supplement Types:

Market research tools state that based on the different supplement types, the market is divided into vitamins, minerals, botanicals, proteins, amino acids, enzymes, fibers, specialty carbohydrates, and others. According to the **market database**, vitamins are described as organic molecules that act as an essential micronutrient that is required by a living organism for metabolism. **Market research** suggests that vitamins and minerals have held a significant share in the dietary supplement market. This is due to the essential nutrient functionality provided by them to the end-users. The overall growth dynamics of the supplements vertical can be studied using [market research tools](#) like **Global Market Database**.

Mode of Application:

According to **market research**, dietary supplements can be consumed in different forms which include tablets, capsules, soft gels, gel caps, liquids, and powders. **Market database** states that tablets have commanded a greater share in the dietary supplements market. According to **market research**, they offer several advantages which include easy dosage, low cost, higher shelf life, and greater convenience. **Market research tools** state that several tablet coating techniques are employed to enhance the aesthetic value of the supplements and control the release of these tablets when consumed. Such a mix of factors has contributed towards a promising **market outlook** for this type.

Market database states that capsules and soft gels have also contributed significantly to the growth of this market. Soft gels are available in oral dosage forms and are described as specialized forms of capsules. Soft gel shells are a combination of gelatin, water, and a plasticizer. They are easy to consume but at the same time are costly to manufacture. The prominent growth segments associated with a market can be studied using **Global Market Database**. The **cloud-based market research tool** studies provide **free market data** across 600+ markets. Gelatin capsules or gel caps

are made up of gelatin manufactured from the collagen of animal skin or bone. They are preferred instead of soft gels as they incur a low cost of production.

Growth Elements & Opportunities in Dietary Supplements:

According to **market research**, a shift in consumer preference, rise in health awareness, and adoption of a healthy diet has contributed towards the growth of the dietary supplements market. **Market database** suggests that several market players have started to offer greater customizations and provide action-specific supplements to improve customer demand. This has helped to provide a healthy and good quality nutritional supplement. The drivers, restraints, and challenges for this industry can be studied using **market research tools** like **Global Market Database**.

COVID-19 accelerated the demand for clean label products and major companies across the **global market** have released such products to capture the attention of the consumer. More opportunities are explored in the field of clean label products to drive customer value. COVID-19 disrupted the manufacturing side of the industry as gaps in the supply chain and transportation acted as agents of the hindrance. This led to a delay in the launch of products in the market. The [business recovery](#) was supported by easing of lockdowns and the introduction of vaccines which boosted the customer confidence and need for immunity building supplements.

Europe Region Analysis:

Market research suggests that the region was highly disrupted by the impact of COVID-19. This allowed an accelerated shift towards nutrition-based supplements to boost immunity. Adherence to Good Manufacturing Practices (GMPs) and regulatory policies have allowed us to maintain the required quality and efficacy of these supplements in Europe.

The presence of key market players in the region has contributed towards strong export figures and an optimistic **market outlook**. Partnerships, agreements, collaborations, mergers, and acquisitions have provided better research capacities to drive business recovery. The region has also witnessed a sharp rise in sports nutrition activities and has included different sports personalities for endorsements.