



# Dietary Supplements in the US

September 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Dietary supplements experiences steady value growth; protein-rich dietary supplements benefit from heightened health awareness  
The rise of mergers and acquisitions in the wellness industry  
New supplement guidelines adopted by Amazon

PROSPECTS AND OPPORTUNITIES

Dietary supplements set to maintain solid growth; launches will be targeted towards specific consumer groups  
Products for women’s health and beauty from within on the rise  
Multifunctionality and personalisation set to gain further momentum

CATEGORY DATA

- Table 1 - Sales of Dietary Supplements by Category: Value 2019-2024
- Table 2 - Sales of Dietary Supplements by Category: % Value Growth 2019-2024
- Table 3 - Sales of Dietary Supplements by Positioning: % Value 2019-2024
- Table 4 - NBO Company Shares of Dietary Supplements: % Value 2020-2024
- Table 5 - LBN Brand Shares of Dietary Supplements: % Value 2021-2024
- Table 6 - Forecast Sales of Dietary Supplements by Category: Value 2024-2029
- Table 7 - Forecast Sales of Dietary Supplements by Category: % Value Growth 2024-2029

Consumer Health in the US - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments  
What next for consumer health?

MARKET INDICATORS

- Table 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024
- Table 9 - Life Expectancy at Birth 2019-2024

MARKET DATA

- Table 10 - Sales of Consumer Health by Category: Value 2019-2024
- Table 11 - Sales of Consumer Health by Category: % Value Growth 2019-2024
- Table 12 - NBO Company Shares of Consumer Health: % Value 2020-2024
- Table 13 - LBN Brand Shares of Consumer Health: % Value 2021-2024
- Table 14 - Penetration of Private Label in Consumer Health by Category: % Value 2019-2024
- Table 15 - Distribution of Consumer Health by Format: % Value 2019-2024
- Table 16 - Distribution of Consumer Health by Format and Category: % Value 2024
- Table 17 - Forecast Sales of Consumer Health by Category: Value 2024-2029
- Table 18 - Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

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

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