
Description:
This industry offers a 10-year forecast for the global dietary supplements market between 2015 and 2025. In terms of value, the market is expected to register a CAGR of 7.4% during the forecast period (2015–2025). This report provides market dynamics and trends of all seven regions that influence the current nature and future status of the dietary supplements market over the forecast period.

Report Description
The report examines the dietary supplements market for the period 2015–2025. The primary objective of this report is to offer insights on advancements in the dietary supplements market that have raised a futuristic market for dietary supplements, which is significantly transforming global businesses and enterprises. Increasing healthcare costs, coupled rising consumer health awareness is expected to fuel market growth of dietary supplements over the forecast period. Companies operating in the dietary supplements market are focused on penetrating untapped and potential markets in various regions, and also lay emphasis on launching new range of dietary supplements products for various applications in order to enhance their market presence.

The dietary supplements market report starts with a market overview in terms of market size or value. Moreover, this section includes analysis of key trends, drivers and restraints from the supply and demand sides, which influence the global dietary supplements market. Impact analysis of key growth drivers and restraints, based on the weighted average model is included in the dietary supplements market report to better equip clients with crystal clear decision-making insights.

The global dietary supplements market is segmented on the basis of application, ingredient, distribution channel, form, end use and region. On the basis of application, the market is segmented into weight loss, sports nutrition snacks, general wellbeing, immune and digestive health, bone and joint health, heart health and others (Beauty Supplements, allergies and eye health). A detailed analysis has been provided for every segment in terms of market size (value) analysis for dietary supplements across each region.

As highlighted earlier, the dietary supplements market is segmented on the basis of application, ingredient, distribution channel, form, end use and region. All these segments are included in this section to make the study more comprehensive. The subsequent sections provide a detailed analysis by application, ingredient, distribution channel, form, end use and region, of the dietary supplements market. The sections provide detailed analysis covering key trends, absolute dollar opportunity and BPS analysis.

The report highlights dietary supplements adoption by region. It provides a market outlook for 2015–2025 and sets the forecast within the context of the dietary supplements market, including new technological developments as well as novel product offerings in the dietary supplements market. This study provides insights about key regional trends contributing to growth of the global dietary supplements market and analyses the degree to which various drivers are influencing this market in each region. Key regions assessed in this report are North America, Latin America, Western Europe, Eastern Europe, Asia Pacific excluding Japan (APEJ), Japan and the Middle East & Africa.

All the above sections, by application, ingredient, distribution channel, form, end use and region, evaluate present scenario and growth prospects of the dietary supplements market for the period 2015–2025. We have considered 2014 as the base year and provided data for the trailing 12 months.

To calculate the dietary supplements market size, we have also considered revenue generated by dietary supplements manufacturers. The forecast presented here assesses total revenue by value across the dietary supplements market. In order to offer an accurate forecast, we started by sizing the current market, which forms the basis of how the dietary supplements market would develop in the future. Given the characteristics of the market, we triangulated the outcome of three different types of analysis, based on supply side, downstream industry demand and economic envelope.

Moreover, it is imperative to note that in an ever-fluctuating global economy, we not only provide forecasts
in terms of CAGR, but also analyse the market on the basis of key parameters such as year-on-year (Y-o-Y) growth to understand the predictability of the market and to identify the right opportunities across the dietary supplements market.

As previously highlighted, the dietary supplements market is split into a number of segments. All the segments, i.e., by application, ingredient, distribution channel, form, end use and region are analysed in terms of Basis Point Share to understand individual segment's relative contribution to market growth. This detailed level of information is important for identification of various key trends of the dietary supplements market.

Another key feature of this report is the analysis of all key segments in terms of absolute dollar opportunity. This is traditionally overlooked while forecasting the market value. However, absolute dollar opportunity is critical for assessing the level of opportunity that a provider can look to achieve, as well as to identify potential resources from a sales and delivery perspective of the dietary supplements market.

Furthermore, to understand key segments in terms of growth and adoption of dietary supplements by various end user industries across the globe in the near future, this industry developed the dietary supplements market's Attractiveness Index. The resulting index should help providers identify real market opportunities.

In the final section of the report, a competitive landscape is included to provide report audiences with a dashboard view, based on categories of providers in the value chain, presence in dietary supplements product portfolio and key differentiators. Key players covered in the report are dietary supplements manufacturers. This section is primarily designed to provide clients with an objective and detailed comparative assessment of key providers specific to a market segment in the dietary supplements value chain and potential players for the same. Report audiences can gain segment-specific vendor insights to identify and evaluate key competitors based on in-depth assessment of capabilities and success in the dietary supplements market.

Detailed profiles of providers are also included within the scope of the report to evaluate their long- and short-term strategies, key offerings and recent developments in the dietary supplements market. Key competitors covered in the report are Herbalife International, BASF SE, E. I. DU PONT DE NEMOURS AND COMPANY, Glanbia Plc, Royal DSM N.V., Abbott Laboratories, Amway Enterprises, NBTY Inc., Bayer AG and GlaxoSmithKline Limited.

The Global Dietary Supplements Market is segmented as follows:

**By Application**
- Weight loss
- Sports nutrition
- General wellbeing
- Immune and Digestive Health
- Bone and Joint Health
- Heart Health
- Others (beauty supplements, anti-allergy and eye health)

**By Ingredients**
- Vitamins & Minerals
- Amino Acids
- Botanical Supplements
- Others (concentrate, metabolite, constituent, or extract)

**By Form**
- Soft gel/Pills
- Confectionery Products
- Gummies
- Chews
- Others (lollipops, hard-boiled candies)

**By End Use**
- Men
Women
Senior Citizens
Others (kids and toddlers)
By Distribution Channel
Pharmacies/Drugstores
Health & Beauty Stores
Hypermarkets/Supermarkets
Internet
Direct Selling

Key Regions/Countries Covered

North America
U.S.
Canada
Latin America
Brazil
Argentina
Mexico
Western Europe
Germany
Italy
France
Spain
U.K.
Rest of Western Europe
Eastern Europe
Poland
Russia
Rest of Eastern Europe
Asia Pacific Excluding Japan (APEJ)
China
India
Australia and New Zealand
Rest of APEJ
Japan
Middle East & Africa
GCC
North Africa
South Africa
Rest of MEA

Key Companies

Herbalife International
BASF SE
E. I. DU PONT DE NEMOURS AND COMPANY
Glanbia Plc
Royal DSM N.V.
Abbott Laboratories
Amway Enterprises
NBTY Inc.
Bayer AG
GlaxoSmithKline Limited

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