

# Top Benefits & Formats in Supplements Today

The global vitamin and dietary supplement market is booming. With more consumers looking to support their health with supplements that offer targeted health benefits, it is more disruptive than ever. Opportunities to meet consumer demand can be informed by understanding the market drivers around the globe.

## How Big is the Market?

**\$106 Billion** global sales of vitamins & dietary supplements in 2018



3.1% growth forecasted globally from 2018 – 2022

Source: Euromonitor Passport Analysis, Aug 2018.

## Top Supplement Health Benefits Offered Globally

by Region Based on Value Sales

**Asia-Pacific:**  
\$50B market size



**Top Benefits in China:**

- 1 Immune Health
- 2 Bone Health
- 3 General Health
- 4 Women's Health
- 5 Heart Health

**North America:**  
\$30.5B market size



**Top Benefits in USA:**

- 1 General Health
- 2 Digestive Health
- 3 Heart Health
- 4 Immune Health
- 5 Bone Health

**Western Europe:**  
\$12B market size



**Top Benefits in UK:**

- 1 General Health
- 2 Heart Health
- 3 Joint Health
- 4 Women's Health
- 5 Energy

**Latin America:**  
4.5B market size



**Top Benefits in Mexico:**

- 1 General Health
- 2 Mood/Relaxation Health
- 3 Bone Health
- 4 Digestive Health
- 5 Beauty

Source: Euromonitor Passport Analysis, August 2018; Euromonitor, data sourced from USA, UK, Mexico, China 2017-2018.

## What are the Top Product Formats Leading Global Innovation?



**#1 Capsules**  
29% NPD



**#2 Tablets**  
27% NPD



**#3 Powders**  
14% NPD



**#4 Chews**  
5% NPD

Source: Mintel, A Year of Innovation in VMS, June 2018.



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