



Euromonitor
International

Dietary Supplements in US

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Solid growth driven by the desire for preventive health and healthy ageing

Sisterly and Grüns redefine the consumer experience with combination products and supplements as snacks

Vichy bridges beauty and wellness as ingestibles gain traction in retail

Chart 1 Value Sales 2021-2031

Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Continued growth as consumers look to prevent health problems

Acquisitions and certifications set to reshape growth and competition

Chart 1 Forecast Value Sales 2021-2031

Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Premier Nutrition extends its lead in a fragmented competitive environment

Acquisitions and product launches reshape the competitive landscape

Chart 1 Company Shares 2026

Chart 2 Brand Shares 2026

CHANNELS

E-commerce brands accelerate growth by expanding from DTC to Amazon

Offline retail declines as digital alternatives reshape the retail landscape

Rise of retail e-commerce expected to be the defining distribution trend moving forward

PRODUCTS

Formulation complexity and experiential delivery emerge as defining forces

Proprietary formulas and legacy-brand extensions mark recent launches

Consolidation, digital distribution, and certifications reshape competitive dynamics

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Chart 2 Population by Generation 2026

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