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Contents

Executive overview 1

Top thoughts 1

Trials and triumphs 1

Global supplement industry by country, 2026 2
Global supplement industry sales and growth, 2021-2029 3
Global supplement industry sales and growth, 2021-2029 3
Global supplement industry growth by country, 2021-2029 4
Global supplement industry market share by country, 2021-2029 4
Global Herb and Botanical sales and growth, 2021-2029 5
Global Herb and Botanical sales by country, 2021-2029 5
Global Herb and Botanical growth by country, 2021-2029 6
Global Herb and Botanical market share by country, 2021-2029 6
Global Sports Nutrition/Meal Replacements/Specialty Ingredient sales and growth, 2021-2029 7
Global Sports Nutrition/Meal Replacements/Specialty Ingredient sales by country, 2021-2029 7
Global Sports Nutrition/Meal Replacements/Specialty Ingredient supplement growth by country, 2021-2029 8
Global Sports Nutrition/Meal Replacements/Specialty Ingredient market share by country, 2021-2029 8
Global Vitamin and Mineral sales and growth, 2021-2029 9
Global Vitamin and Mineral sales by country, 2021-2029 9
Global Vitamin and Mineral growth by country, 2021-2029 10
Global Vitamin and Mineral market share by country, 2021-2029 10

Read more 10

China 11

Top thoughts 11

Tariff whiplash, trade wars 11

China supplement sales by product, 2026 12
China supplement sales and growth, 2021-2029 13
China supplement sales by product, 2021-2029 13
China supplement growth by product, 2021-2029 13

Read more 13

India 14

Top thoughts 14

Ayurveda in the crosshairs 14

India supplement sales by product, 2026 15
India supplement sales and growth, 2021-2029 16
India supplement sales by product, 2021-2029 16
India supplement growth by product, 2021-2029 16

NBJ®
NUTRITION BUSINESS JOURNAL

Japan 17
Top thoughts 17
Unprecedented, inverted 17
Japan supplement sales by product, 2026 18
Japan supplement sales and growth, 2021-2029 19
Japan supplement sales by product, 2021-2029 19
Japan supplement growth by product, 2021-2029 19
Read more 19

Rest of Asia 20
Top thoughts 20
Markets in the middle 20
Rest of Asia supplement sales by product, 2026 21
Rest of Asia supplement sales and growth, 2021-2029 22
Rest of Asia supplement sales by product, 2021-2029 22
Rest of Asia supplement growth by product, 2021-2029 22

Western Europe 23
Top thoughts 23
Continental consumption 23
Total Western Europe supplement sales by product, 2026 24
Total Western Europe supplement sales and growth, 2021-2029 25
Total Western Europe supplement sales by product, 2021-2029 25
Total Western Europe supplement growth by product, 2021-2029 25
Belgium and Luxembourg supplement sales by product, 2026 26
Belgium and Luxembourg supplement sales and growth, 2021-2029 26
Belgium and Luxembourg supplement sales by product, 2021-2029 27
Belgium and Luxembourg supplement growth by product, 2021-2029 27
France supplement sales by product, 2026 27
France supplement sales and growth, 2021-2029 28
France supplement sales by product, 2021-2029 28
France supplement growth by product, 2021-2029 28
Germany supplement sales by product, 2026 29
Germany supplement sales and growth, 2021-2029 29
Germany supplement sales by product, 2021-2029 30
Germany supplement growth by product, 2021-2029 30
Italy supplement sales by product, 2026 30
Italy supplement sales and growth, 2021-2029 31
Italy supplement sales by product, 2021-2029 31
Italy supplement growth by product, 2021-2029 31
Netherlands supplement sales by product, 2026 32
Netherlands supplement sales and growth, 2021-2029 32
Netherlands supplement sales by product, 2021-2029 33

Netherlands supplement growth by product, 2021-2029 33
Scandinavia supplement sales by product, 2026 33
Scandinavia supplement sales and growth, 2021-2029 34
Scandinavia supplement sales by product, 2021-2029 34
Scandinavia supplement growth by product, 2021-2029 34
Spain supplement sales by product, 2026 35
Spain supplement sales and growth, 2021-2029 35
Spain supplement sales by product, 2021-2029 36
Spain supplement growth by product, 2021-2029 36
Switzerland and Austria supplement sales by product, 2026 36
Switzerland and Austria supplement sales and growth, 2021-2029 37
Switzerland and Austria supplement sales by product, 2021-2029 37
Switzerland and Austria supplement growth by product, 2021-2029 37
United Kingdom supplement sales by product, 2026 38
United Kingdom supplement sales and growth, 2021-2029 38
United Kingdom supplement sales by product, 2021-2029 39
United Kingdom supplement growth by product, 2021-2029 39
Other Western Europe supplement sales by product, 2026 39
Other Western Europe supplement sales and growth, 2021-2029 40
Other Western Europe supplement sales by product, 2021-2029 40
Other Western Europe supplement growth by product, 2021-2029 40
Read more **40**

Eastern Europe and Russia 41

Top thoughts **41**
A tale of two markets **41**
Eastern Europe and Russia supplement sales by product, 2026 42
Eastern Europe and Russia supplement sales and growth, 2021-2029 43
Eastern Europe and Russia supplement sales by product, 2021-2029 43
Eastern Europe and Russia supplement growth by product, 2021-2029 43

Latin America and Mexico 44

Top thoughts **44**
Defying gravity **44**
Latin America supplement sales by product, 2026 45
Latin America supplement sales and growth, 2021-2029 46
Latin America supplement sales by product, 2021-2029 46
Latin America supplement growth by product, 2021-2029 46
Mexico supplement sales by product, 2026 47
Mexico supplement sales and growth, 2021-2029 47
Mexico supplement sales by product, 2021-2029 48
Mexico supplement growth by product, 2021-2029 48
Read more **48**

NBJ®
NUTRITION BUSINESS JOURNAL

Middle East 49
Top thoughts 49
High risk, high reward 49
Middle East supplement sales by product, 2026 50
Middle East supplement sales and growth, 2021-2029 51
Middle East supplement sales by product, 2021-2029 51
Middle East supplement growth by product, 2021-2029 51

Africa 52
Top thoughts 52
Twin 10-year plans 52
Africa supplement sales by product, 2026 53
Africa supplement sales and growth, 2021-2029 54
Africa supplement sales by product, 2021-2029 54
Africa supplement growth by product, 2021-2029 54

Australia and New Zealand 55
Top thoughts 55
Far but familiar 55
Australia and New Zealand supplement sales by product, 2026 56
Australia and New Zealand supplement sales and growth, 2021-2029 57
Australia and New Zealand supplement sales by product, 2021-2029 57
Australia and New Zealand supplement growth by product, 2021-2029 57

Canada 58
Top thoughts 58
We won't back down 58
Canada supplement sales by product, 2026 59
Canada supplement sales and growth, 2021-2029 60
Canada supplement sales by product, 2021-2029 60
Canada supplement growth by product, 2021-2029 60

United States 61
Top thoughts 61
Strange days indeed 61
United States supplement sales by product, 2026 62
United States supplement sales and growth, 2021-2029 63
United States supplement sales by product, 2021-2029 63
United States supplement growth by product, 2021-2029 63
Read more 63

NBJ®
NUTRITION BUSINESS JOURNAL

Company profiles 64

Top 15 global companies by supplement and nutrition revenue, 2025 64

Abbott Nutrition 65
Alticor (Amway) 67
Bayer 69
Boiron 71
DSM-Firmenich 73
Glanbia 75
Haleon (formerly GSK) 77
Herbalife Nutrition 79
Jamieson 81
Kirin Holdings Company (Blackmores) 83
Nestlé 85
Otsuka Pharmaceutical (Pharmavite) 88
Perrigo 91
Reckitt 93
Schwabe Group 95
Unilever 97
USANA Health Sciences 99

Related content 101

Executive overview

IADSA's long game for a credible supplement industry 101
Homeward bound? 104
Planetary shifts 108
Going abroad 113
The tariff two-step 118

China

China and Korea nuances 123
China's missing middle 125

Japan

Beyond maturity 127

Western Europe

Europe evolves 130
Correction, not collapse 132

NBJ®
NUTRITION BUSINESS JOURNAL

Going global....134
Betting big....135
Latin America and Mexico
Proof before purchase....136
United States
Follow the money....139

Acknowledgments and definitions....141

Acknowledgments....141
Research methodology....141
Copyright....142
Definitions....142

The NBJ model pulls from myriad data sources, outlined in the methodology at the end of this report. Critical to our outputs is our partnership with SPINS, which powers our retail data and understanding and whose Amazon data supports our e-commerce projections.

Powered by SPINS®

Suzy

NBJ partners with Suzy, a consumer insights platform that provides real-time data on consumer attitudes and behaviors, to support our market analyses with AI-powered quantitative and qualitative research capabilities.

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