

NBJ 2026 Reports

Details subject to change.

Social Commerce Report* *Published: February 2026 – Cost \$2,495*

- A look at social commerce as an emerging new sales channel, propelled by TikTok Shop—estimated to be over \$1 billion in supplement sales for 2025
- Market sizing and growth data across social platforms and supplement categories in the social commerce channel
- Consumer survey data on purchasing behaviors, product discovery, motivations and platform preferences for social supplement buying

Healthy Aging Report* *Published: March 2026 – Cost \$2,695*

- An in-depth look at healthy aging and longevity, plus adjacent conditions including immune health, weight management, brain health, bone and joint health/inflammation, eye health and hair/skin/nails
- Market sizing and growth data for the healthy aging category as well as consumer research focusing on interests, discovery, habits, concerns and trends—including biohacking and longevity modalities, and their potential impacts to the supplement industry

Practitioner Channel Report* *Published: April 2026 – Cost \$3,495*

- Market sizing and growth data across categories and conditions in the practitioner channel, including sales by practitioner type
- Consumer and health practitioner survey data on driving interests, supplement discovery and education opportunities
- In-depth company profiles on practitioner-focused supplement brands, plus the estimated universe of brands broken down by revenue range

Supplement Business Report* *Published: May 2026 – Cost \$5,195*

- NBJ's most in-depth supplement report focuses on both category and channel, as well as the top 50 companies by revenue
- Covered subcategories include vitamins, minerals, herbs and botanicals (e.g., combination formulas, single herbs), sports nutrition (e.g., powders, RTDs), meal replacements and specialty supplements (e.g., collagen, probiotics, omega-3s, CoQ10)
- Channels covered for each supplement category include natural and specialty, mass, e-commerce, practitioner, social commerce, mail order/DRTV/radio and multilevel/network marketing
- Includes delivery format market sizing and growth data across categories and conditions, detailing capsules, tablets, softgels, gummies, powders, liquids, shots, effervescent and more
- In-depth company profiles of top and innovative supplement brands

Condition Specific Report* *Published: July 2026 – Cost \$4,695*

- Looks at supplement ingredients across health conditions, including sales and growth and top six nutrients for each
- Twenty-two conditions covered, including cold/flu/immunity, heart health, gastrointestinal health, bone and joint health, women's/men's/children's health, healthy sleep, hair/skin/nails, brain health and mood and mental health
- In-depth company profiles of top and innovative supplement brands

Sports Nutrition and Weight Management Report* *Published: Sept. 2026 – Cost \$4,195*

- Focuses on supplements and functional foods targeting sports performance, active lifestyle and weight management
- Market sizing and growth data for sports functional beverages, sports hydration and energy beverages, sports supplements, weight management supplements and meal replacements
- Breakout of sports supplements by type: whey protein, plant-based protein, collagen protein, creatine, HMB and more
- Consumer survey data across these categories, focusing on attitudes, habits and practices around active lifestyles
- In-depth company profiles on sports- and meal replacement-focused brands

Supplements in the Optimization Age *Published: October 2026 – Cost \$2,695*

- A look at the impacts of health optimization trends (-maxxing, peptides, wearables) on consumer behaviors and attitudes around supplements
- Market sizing and growth data for condition categories: healthy aging, brain health, blood sugar management and fitness and energy
- Consumer research focusing on interests, discovery, habits, concerns and trends—including biohacking modalities

Global Supplement Business Report* *Published: November 2026 – Cost \$4,195*

- Focuses on sales and growth of finished product supplements, including category-specific data across 22 countries/regions worldwide, presenting preliminary data for 2026, based on currency conversion for each country or region as well as inflation considerations
- Countries and regions covered include China, Japan, India, Latin America, Middle East and Africa, Eastern Europe/Russia, Western Europe (plus 10 countries detailed), Australia/New Zealand, United States and Canada
- In-depth company profiles on top global supplement brands
- List of top 15 global companies by revenue

**Comes with PDF, PowerPoint and Excel raw data file; includes historical data from 2021–2025 and forecasts from 2026–2029*