

Nutritional Supplements Market in the United States

Base Year: 2019

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1st edition

**Regional Coverage:
United States**

A comprehensive analysis of the U.S. market for nutritional supplements focusing on key trends, developments, challenges, and business opportunities. This report addresses multi- and single-letter vitamins, minerals, herbal products, and specialty supplements.

SCOPE

- › Size and segmentation of the vast nutritional supplements market including:
 - Branded products
 - Private-label products
- › Recent developments including M&A activity, market trends, and notable new products
- › Competitive assessment includes sales by company and market share
- › Retail distribution through all major outlets including food, drug, mass merchandisers, online, health food stores, warehouse clubs, direct sales and other outlets
- › Assessment of marketing activity including promotional tools, advertising and digital campaigns
- › Forecasts through 2024 by segment with insights on issues and trends likely to influence the category in the future

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Executive Summary

An overview of the report findings

Market Segments

For each of the four segments shown in Table 1, the following information will be provided:

- Category performance
- Recent developments
- Competition
- Retail distribution
- Marketing activity
- Outlook



Table 1. SEGMENTS COVERED

Segment name	Vitamins	Minerals	Herbal products	Specialty supplements
Includes these types of products:	Adult multivitamins	Calcium	Elderberry	Omega 3s and heart health supplements
	Children’s multivitamins	Iron	Garlic, ginseng, ginkgo biloba	Glucosamine and chondroitin, CoQ10, and joint health supplements
	Single letter vitamins (A, B, C, D, and E)		Echinacea	Brain health supplements
			Soy, saw palmetto	Collagen for hair, skin, nail support

REPORT BENEFITS

This report serves as an excellent resource for producers and marketers of nutritional supplements because it is based on extensive primary research with marketers in this space. Specifically, this report assists subscribers by providing:

A highly reliable and independent assessment of sales and forecasts for nutritional supplements by market segment

Assessment of specialty supplements and herbal products including hot ingredients and expected future market performance

Five-year forecasts that are grounded in reality and provide an objective source to inform business strategy and planning

METHODOLOGY

Kline's approach places principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable. Building on our 60-plus years in the business and leveraging our worldwide network of offices, our teams of seasoned professionals draw upon pragmatic industrial and commercial experience to understand and interpret global impacts and local perspectives.

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