

# Herbal Supplements Market Size, Industry Share Forecast 2029

[Gourmet Insights](#) is a prominent source of data, analytics, and intelligence tailored for the Food & Beverage industry. Our expertise lies in delivering thorough and current information across diverse facets of the F&B sector, encompassing restaurants, foodservice establishments, beverage producers, distributors, and other key players in the culinary landscape.

[Data Bridge Market Research](#) unveils a comprehensive study of Market, presented in a visually compelling format for effective data absorption. Key insights are readily evident through insightful graphs, charts, and figures, empowering informed decision-making.

**Data Bridge Market Research analyses that the herbal supplements market which was growing at a value of 42.75 billion in 2021 and is expected to reach the value of USD 74 billion by 2029, at a CAGR of 7.10% during the forecast period of 2022-2029.**

"Data Bridge Market research has recently released expansive research titled [Global Herbal Supplements Market](#) guarantees you will remain better informed than your competition. This study provides the broader perspective of the market place with its comprehensive market insights and analysis which eases surviving and succeeding in the market.

The persuasive Herbal Supplements Market report comprises of strategic profiling of key players in the market, systematic analysis of their core competencies, and draws a competitive landscape for the market. This market research study lends a hand to the purchaser in comprehending the various drivers and restraints with their effects on the market during the forecast period. The report has been prepared based on the market type, size of the organization, availability on-premises and the end-users' organization type. Herbal Supplements Market business report puts across the idea of high level analysis of major market segments and identification of opportunities.

**Access Full 350 Pages PDF Report @**

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**Market Definition**

Herbal dietary supplements, also known as plants or botanicals, are a type of therapeutic dietary supplement. These plant-based [dietary supplements](#) are primarily used to improve health. Herbal supplements contain active ingredients derived from herbs. These dietary supplements, which have medicinal properties, are commercially available in the form of tablets, capsules, powders, or liquids. Because of their medicinal properties, they are primarily used to treat a variety of illnesses.

## **Herbal Supplements Market Dynamics**

### **Drivers**

- **Consumers awareness about the benefits of health and wellness products**

Increased health and wellness spending and rising disposable income levels are expected to drive demand for herbal supplements globally, particularly in emerging economies.

Consumers are increasingly choosing health and wellness products over luxury items. Herbal supplements help to maintain cholesterol levels, regulate the digestive system, and reduce stress. As a result, increased awareness of the health benefits provided by these products is expected to drive market growth.

- **Manufacturers are focusing on key market trends about consumer needs and demands**

Food and beverage manufacturers are focusing on key market trends about consumer needs, to develop innovative products and increase sales across their entire product line. As a result, several companies have launched innovative herbal supplements products that provide consumers with healthy options in recent years. Thus, the growing preference for [plant-based foods](#) and the increasing use of herbal supplements in a variety of products are expected to drive the herbal supplements market over the forecast period.

Furthermore, the high prevalence of lifestyle disorders such as diabetes, obesity, and others and the growing global elderly population have increased demand for dietary supplements to assist people in managing their health risks.

### **Opportunity**

Market participants can expect lucrative opportunities as consumers seek organic products for their plates and their overall well-being, and the positive impact of vital herbal supplements is inundating the cosmetics and personal care industry. This has prompted market participants to experiment with formulations and create skincare and hair care products. In recent years, vital herbal supplements have seen widespread use in the formulation of cosmetic products that improve hair and skin quality. Given the rapid replacement of ingredients in the highly competitive cosmetic industry, market players can work with end users to ensure a consistent supply of critical herbal supplements.

## **Global Herbal Supplements Market Scope**

The herbal supplements market is segmented on the basis of product, formulation, consumer, source, function, application and distribution channel. The growth amongst these segments will help you analyze meagre growth segments in the industries and provide the

users with a valuable market overview and market insights to help them make strategic decisions for identifying core market applications.

### **Herbal Supplements Market Regional Analysis/Insights**

The Asia-Pacific region has the largest market share in the global market due to the presence of densely populated countries such as China and India. Furthermore, this region is the fastest-growing region, which, combined with rising disposable income, increases demand in this region. This region controls 39 percent of the market and is thus considered dominant. The presence of a vegan population increases market demand.

The country section of the report also provides individual market impacting factors and changes in market regulation that impact the current and future trends of the market. Data points like down-stream and upstream value chain analysis, technical trends and porter's five forces analysis, case studies are some of the pointers used to forecast the market scenario for individual countries. Also, the presence and availability of global brands and their challenges faced due to large or scarce competition from local and domestic brands, impact of domestic tariffs and trade routes are considered while providing forecast analysis of the country data.

#### **Key points covered in the report: -**

- The pivotal aspect considered in the global Herbal Supplements Market report consists of the major competitors functioning in the global market.
- The report includes profiles of companies with prominent positions in the global market.
- The sales, corporate strategies and technical capabilities of key manufacturers are also mentioned in the report.
- The driving factors for the growth of the global [Herbal Supplements Market](#) are thoroughly explained along with in-depth descriptions of the industry end users.
- The report also elucidates important application segments of the global market to readers/users.
- This report performs a SWOT analysis of the market. In the final section, the report recalls the sentiments and perspectives of industry-prepared and trained experts.
- The experts also evaluate the export/import policies that might propel the growth of the Global Herbal Supplements Market.
- The Global Herbal Supplements Market report provides valuable information for policymakers, investors, stakeholders, service providers, producers, suppliers, and organizations operating in the industry and looking to purchase this research document.

#### **What to Expect from the Report, a 7-Pointer Guide**

- The Herbal Supplements Market report dives into the holistic Strategy and Innovation for this market ecosystem
- The Herbal Supplements Market report keenly isolates and upholds notable prominent market drivers and barriers
- The Herbal Supplements Market report sets clarity in identifying technological standardization as well as the regulatory

- framework, besides significantly assessing various implementation models besides evaluation of numerous use cases
- The Herbal Supplements Market report is also a rich repository of crucial information across the industry, highlighting details on novel investments as well as stakeholders and relevant contributors and market participants.
- A through market analytical survey and forecast references through the forecast tenure, encapsulating details on historical developments, concurrent events as well as future growth probability

**Some of the major players operating in the herbal supplements market are:**

- Royal Cosun (Netherlands)
- Greenyard (Belgium)
- Himalaya Food International Ltd. (India)
- J.R. Simplot Company (US)
- Lamb Weston Holdings, Inc. (UK)
- General Mills, Inc. (US)
- Mondelez International, Inc. (US)
- THE KRAFT HEINZ COMPANY (US)
- Royal Ingredients Group (Netherlands)
- Pioneer Industries Limited (India)
- Cargill, Incorporated (U.S.)
- Meelunie B.V. (Netherlands)
- Permolex Ltd (Canada)
- Amilina AB (Lithuania)
- Z&F Sungold Corporation (China)
- Tereos SCA (France)
- Ardent Mills LLC (U.S.)
- Bryan W. Nash & Sons Limited (U.K.)

By Product (Moringa, Echinacea, Flaxseeds, [Turmeric](#), Ginger, Ginseng), Formulation (Tablets, Capsules, Liquid, Powder & Granules, Soft Gels, Others), Consumer (Pregnant Women, Adult, Paediatric, Geriatric), Source (Leaves, Fruits & Vegetable, Barks, Roots, Others), Function (Medicinal, Aroma, Others), Application (Pharmaceutical, Personal Care, Food & Beverages, Others), Distribution Channel (Offline Stores, Online Stores)

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Data Bridge set forth itself as an unconventional and neoteric Market research and consulting firm with unparalleled level of resilience and integrated approaches. We are determined to unearth the best market opportunities and foster efficient information for your business to thrive in the market. Data Bridge endeavors to provide appropriate solutions to the complex business challenges and initiates an effortless decision-making process.

**Contact Us:**

Data Bridge Market Research

US: +1 888 387 2818

UK: +44 208 089 1725

Hong Kong: +852 8192 7475

**Email:** corporatesales@databridgemarketresearch.com"

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