



# Vitamins & Dietary Supplements Market trends - *Overview*

PwC Deals



# Contents

---

01. Nutraceuticals Market	3
02. Vitamins & Dietary Supplements Market - Historical trend	7
03. Vitamins & Dietary Supplements Market - Outlook trend	15

---

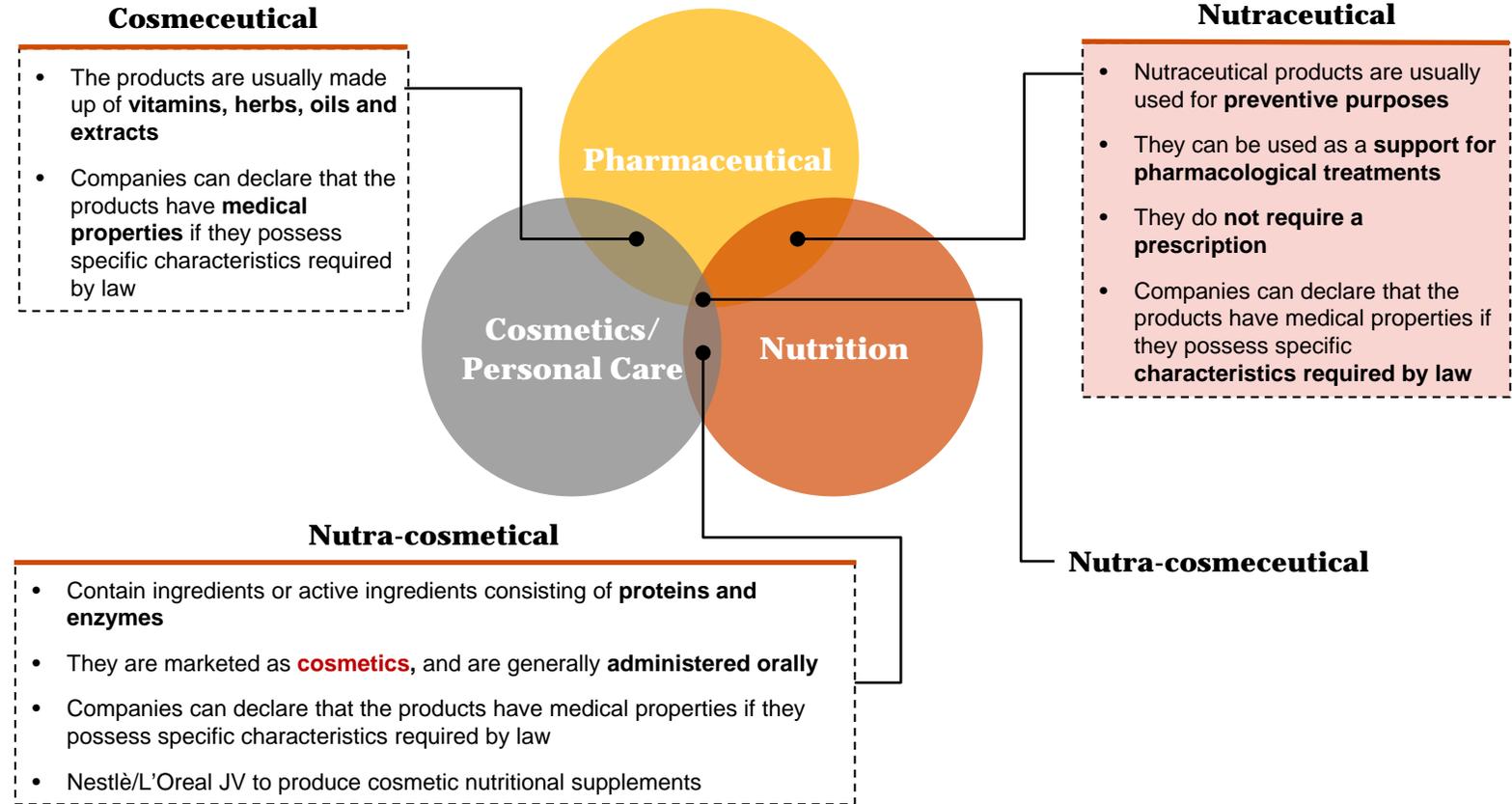
01.  
Nutraceuticals  
Market



# Nutraceutical, Cosmeceutical and Nutra-cosmetical markets are born as innovative and transversal segments to the Pharmaceutical, Nutrition and Personal Care, blurring the boundaries among traditional segments

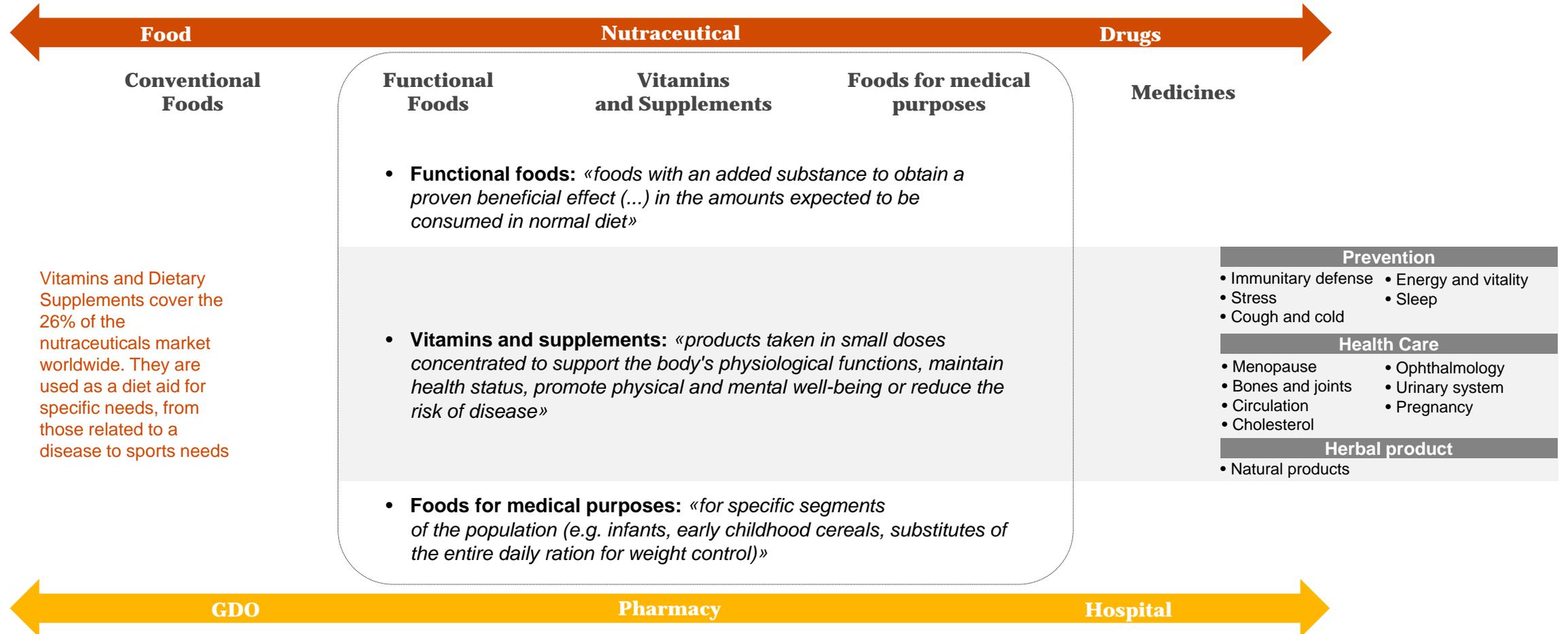
<b>Nutraceuticals Market</b>
Vitamins & Dietary Supplements Market Historical trend
Vitamins & Dietary Supplements Market Outlook trend

- **Healthcare** (Nutrition and Pharmaceutical) and Personal Care markets have evolved in recent years, extending the focus of their business to **new areas** and addressing **common consumer needs**.
- **The expansion of the business**, together with the latest industry trends, has developed **transversal and innovative market segments**, focused on offering health and wellness benefits using **natural ingredients and resources** (e.g. food, herbs, roots, oils, vitamins).
- Among the **cross** and **innovative segments**, **nutraceutical** products are positioned as food with specific **organoleptic properties** able to prevent and / or reduce certain diseases



The nutraceutical market includes functional foods, foods for medical purposes and food supplements, supplements are often recommended by the doctor or pharmacist for the purpose of treatment or prevention

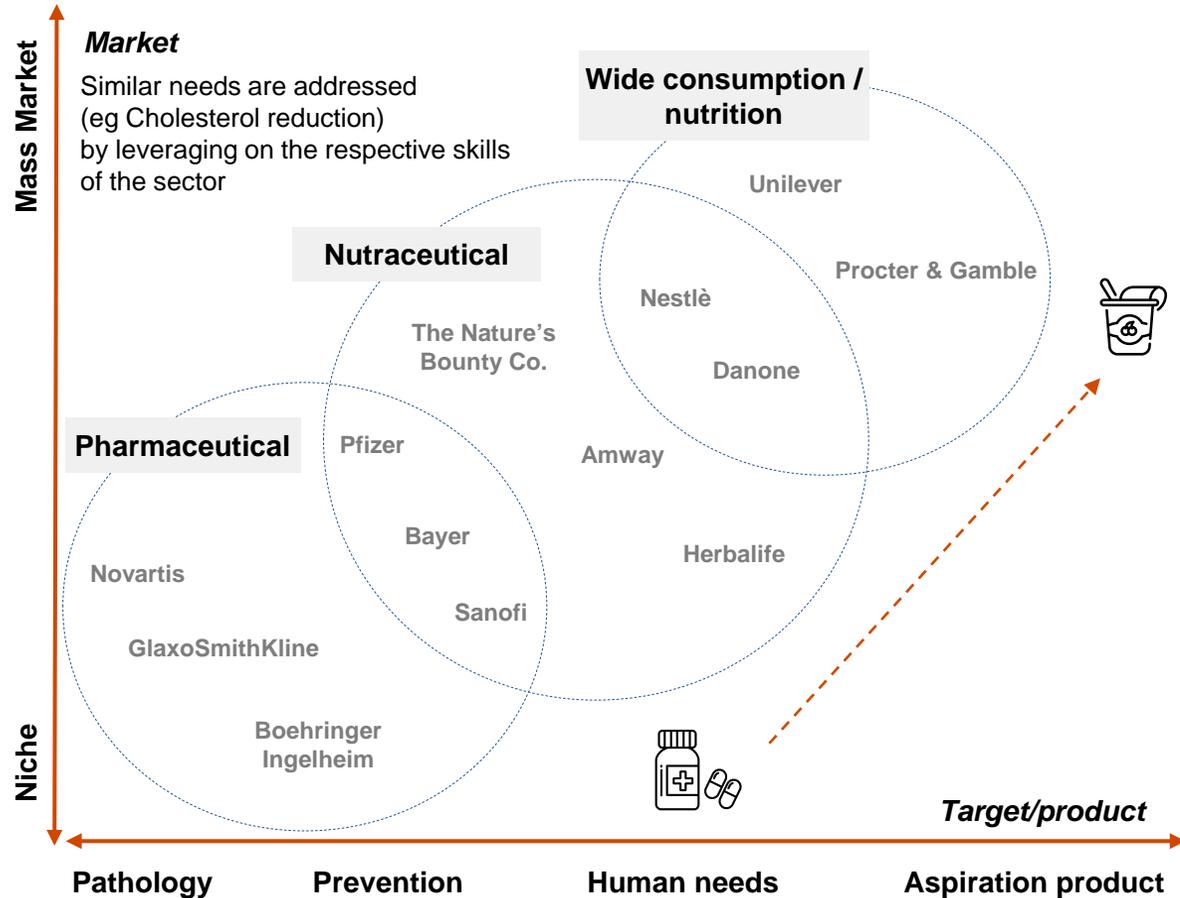
Nutraceuticals Market
Vitamins & Dietary Supplements Market Historical trend
Vitamins & Dietary Supplements Market Outlook trend



Source: PwC Analysis, Euromonitor International 2019, Federsalus 2019, Dir 46/2002 CE (DL 169/04), Reg CE 1924/06, Reg 2006/1925 / EC, EU Reg. 609/203, Press

# In the Nutraceutical market there are different types of players, from General Practitioners to Specialists

Nutraceuticals Market
Vitamins & Dietary Supplements Market Historical trend
Vitamins & Dietary Supplements Market Outlook trend



## Key findings

The new eating habits, mostly in the Western World with (i) a **excess of sugar**, salt, fats, chemical additives and tobacco and (ii) a **shortage of fibers aminoacids, vitamins and minerals**, brought to **new emerging needs**



## Emerging needs

- Attention to physical appearance and physical / mental well-being
- Slowing down of the aging process
- Need to cure metabolic disorders
- Specific health problems preventions
- Consumer habits: Health → Good Fit

02.  
**Vitamins & Dietary  
Supplements Market  
Historical trend**



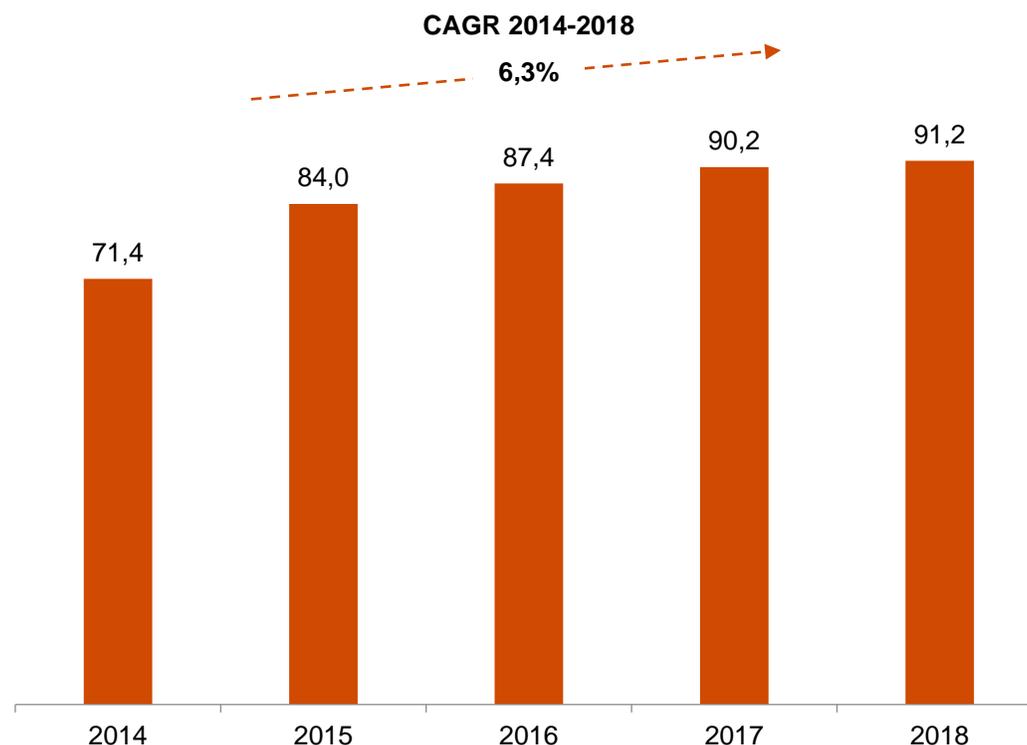
# The Vitamins and Dietary Supplements global market has grown at a rate of 6,3% (CAGR 2014-2018), mainly driven by the segment of Food Supplements

Nutraceuticals Market

Vitamins & Dietary Supplements Market  
Historical trend

Vitamins & Dietary Supplements Market  
Outlook trend

## Vitamins and Dietary Supplements – Global market (2014 – 2018, €B, %)



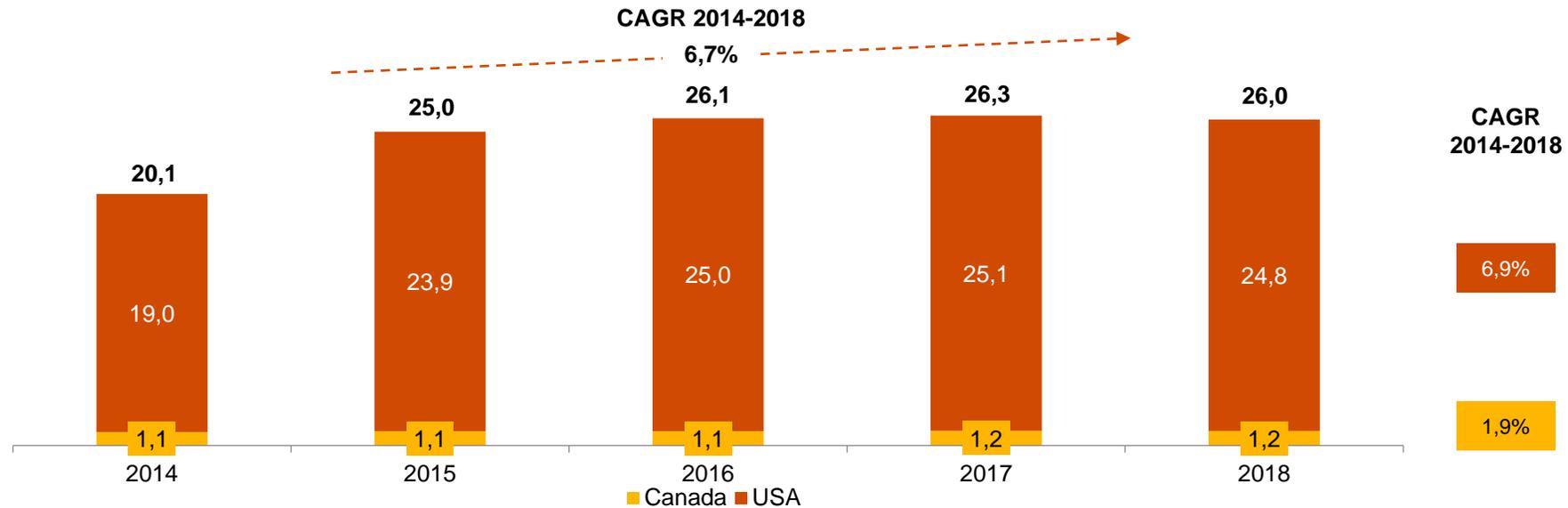
The market demand for Vitamins and Dietary Supplements is driven by:

- Increasing **attention** to health and **prevention** by the consumers
- Greater **customization of needs** for different segments of the population
- **Increased health care costs** and search for alternatives to cure specific problems
- The growth in demand for supplements is mainly driven by **probiotic** supplements, Fatty Acids (i.e. fish oils) and protein **supplements**
- **Herbal/Botanical Supplements** usage has emerged as a popular complementary and alternative medicine or supplement to modern medicine
- Rising consumer awareness regarding the severity of digestive disorders, stimulate the growth of the **Enzymes segment**.

# North America has the highest market value (around 26 €B in 2018) with respect to European market, with a growth trend of 6,7% (CAGR) in the period 2014-2018

Nutraceuticals Market
<b>Vitamins &amp; Dietary Supplements Market Historical trend</b>
Vitamins & Dietary Supplements Market Outlook trend

**Vitamins and Dietary Supplements – North American market (2014 - 2018, €B, %)**

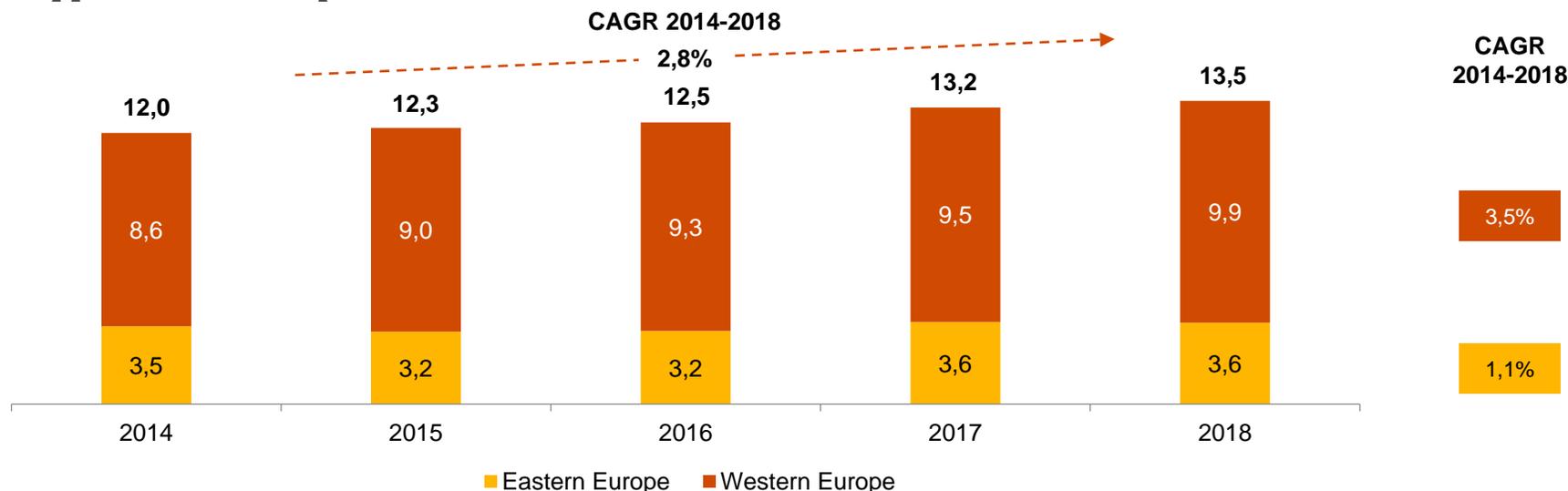


- North America is the global frontrunner in **Vitamins and Dietary Supplements**, with the US the largest single country, contributing 27% of 2018 global sales with 24.8 €B while Canada brings in 1,2 €B.
- In the US, **Vitamins and Dietary Supplements** benefits from the broadening trend around healthy living and the rise of healthcare costs, especially among ageing populations. Currently, consumers are looking for herbal dietary supplements, because of the rising market availability of counterfeit products. Dietary supplements were used by 31% of children in the United States

The Western Europe market has the highest value (almost 10 €B in 2018) and grows at a higher rate (CAGR 3,5%). Europeans perceive dietary supplements as products that improve health and wellness. The purchase of such products are, thus, considered as a preventive measure to health disorders

Nutraceuticals Market
<b>Vitamins &amp; Dietary Supplements Market Historical trend</b>
Vitamins & Dietary Supplements Market Outlook trend

### Vitamins and Dietary Supplements – European market (2014 - 2018, €B, %)



- In **Western Europe**, the healthy living trend supported growth among key players such as the UK and Italy, where the latter is culturally used to taking supplements (eight out of 10 Italians consume **Vitamins and Dietary Supplements**). Meanwhile, in Germany, the second biggest market, demand was supported by the growing popularity of veganism and vegetarianism among consumers. Even though key markets are growing, **VDS** sales in Western Europe increased at the low growth rate in 2014-2018 with a **3,5% CAGR** due in large part to the European debt crisis that has affected consumer purchasing patterns.
- The growth of demand for **Vitamins and Dietary Supplement** in **Eastern Europe (CAGR 1,1%)** is being spurred by three main trends -health and wellness, convenience and increasingly hectic lifestyles.

WE has strict VDS regulations (e.g. “claim-based”) and, in some cases, lack of consumer habit, but has grown due to rising ageing population demanding more VDS products for: (i) disease prevention, (ii) support healthy living practices to increase healthy life span

Nutraceuticals Market

Vitamins & Dietary Supplements Market  
Historical trend

Vitamins & Dietary Supplements Market  
Outlook trend

### Vitamins and Dietary Supplements – European market (2014 - 2018, €B, %)

Market		Value 2014	CAGR (14-18)	Value 2018	Drivers
Germany		1,6 €B	2,9%	1,8 €B	<ul style="list-style-type: none"> <li>• More <b>attention to health</b> by consumers</li> <li>• Demand supported by the growing popularity of <b>veganism</b> and vegetarianism among consumers.</li> <li>• Greater <b>awareness of the needs</b> related to the prevention of obesity and gastrointestinal problems</li> </ul>
Russia		1,6 €B	(4,8%)	1,3 €B	<ul style="list-style-type: none"> <li>• <b>Increasing awareness and information</b> regarding the health benefits obtainable through food supplements</li> <li>• Focus on consumers with <b>medium / high income</b></li> </ul>
France		0,9 €B	8,6%	1,3 €B	<ul style="list-style-type: none"> <li>• <b>Reduction of reimbursements</b> on drugs and consequent search for alternative products</li> <li>• Development of <b>stringent regulations</b> by the DGCCRF *</li> </ul>
United Kingdom		1,0 €B	1,2%	1,1 €B	<ul style="list-style-type: none"> <li>• Particular <b>relevance of nutritional products</b> to support physical activity and weight control</li> </ul>
Poland		0,6 €B	4,5%	0,7 €B	<ul style="list-style-type: none"> <li>• <b>Attention to the health</b> and well-being of the population</li> <li>• Growing belief of the beneficial properties of nutraceutical products</li> </ul>
Spain		0,3 €B	2,1%	0,4 €B	<ul style="list-style-type: none"> <li>• Growing number of <b>overweight</b> people or those with <b>obesity</b> problems</li> <li>• Willingness to pursue a healthier lifestyle; from health to fit</li> </ul>

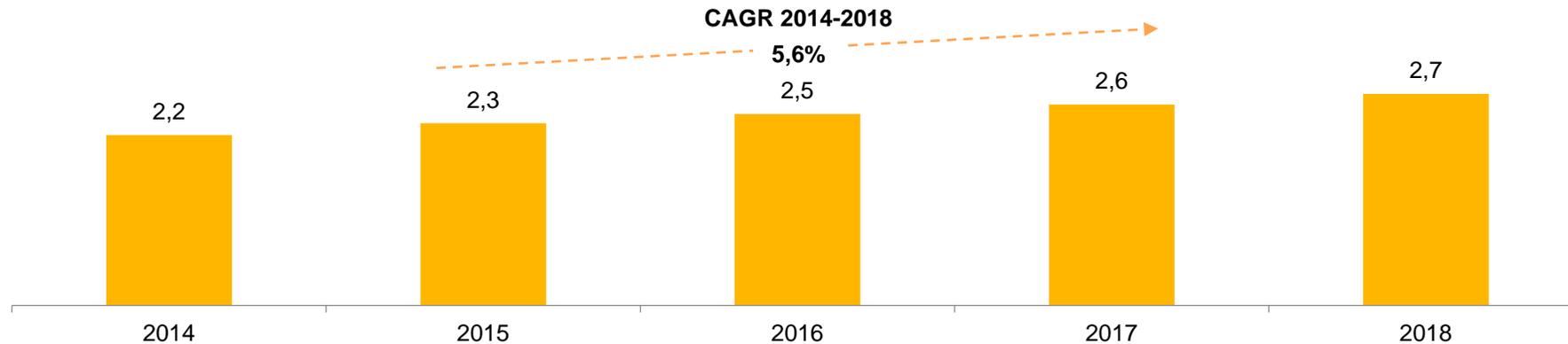
Source: PwC Analysis, Federsalus 2019, Press - Notes (\*): Directorate General for Consumption, Competition, and Repression of Fraud

PwC | Vitamins & Dietary Supplements Market trends Overview

# The medical prescription of supplements continues to increase – up to 28% in the last 2 years. Growing awareness of the benefits of consuming products derived from natural ingredients

Nutraceuticals Market
<b>Vitamins &amp; Dietary Supplements Market Historical trend</b>
Vitamins & Dietary Supplements Market Outlook trend

**Vitamins and Dietary Supplements – Italian market (2014 - 2018, €B, %)**



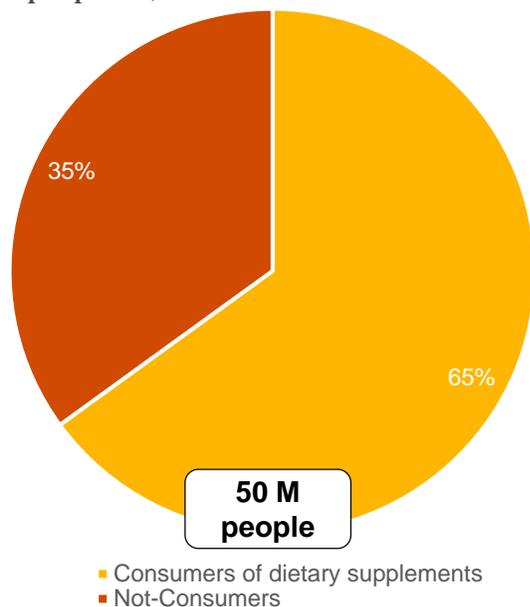
The Italian Food Supplements consumption follows 4 main trends:

<b>Tone, reinforcement, energy</b>	<ul style="list-style-type: none"> <li>Multivitamins</li> <li>Mineral salts</li> </ul>	<ul style="list-style-type: none"> <li>Tonics / Energizers</li> <li>Sport</li> </ul>	<ul style="list-style-type: none"> <li>Memory and cognitive functions</li> </ul>
<b>Specific situations</b>	<ul style="list-style-type: none"> <li>Intestinal problems / lactic ferments</li> <li>Menopause</li> </ul>	<ul style="list-style-type: none"> <li>Prostate / Fertility</li> <li>Eye disorders</li> </ul>	<ul style="list-style-type: none"> <li>Urinary tract disorders</li> <li>Sleep disorders / anxiety</li> </ul>
<b>Well-being</b>	<ul style="list-style-type: none"> <li>Cleansing</li> <li>Circulation</li> </ul>	<ul style="list-style-type: none"> <li>Heavy legs</li> <li>Cellulite</li> </ul>	<ul style="list-style-type: none"> <li>Weight control</li> <li>Aesthetic appearance</li> </ul>
<b>Prevention</b>	<ul style="list-style-type: none"> <li>Cardiovascular / Cholesterol</li> <li>Bones and joints</li> </ul>	<ul style="list-style-type: none"> <li>Immunitary defense</li> <li>Prevention of winter disorders</li> </ul>	<ul style="list-style-type: none"> <li>Pregnancy and breastfeeding</li> </ul>

# Use of food supplements involves 65% of the adult Italian population and responds to differentiated logics of use: nutritional and physiological

Nutraceuticals Market
<b>Vitamins &amp; Dietary Supplements Market Historical trend</b>
Vitamins & Dietary Supplements Market Outlook trend

**Number of Adults using supplements**  
(2019, M people, %)



“The supplement market, according to consumers, can be divided into **2 categories**: (i) a **traditional market** which responds to a logic of support of the tone, energy and well-being and (ii) a more **innovative market** that responds to multiple complex needs as specific “ailments” (e.g. intestinal and urinary “disorders”) or “prevention” (e.g. cardiovascular, bones, joints).”

**Most used sub-categories in Dietary Supplements in Italy**  
(2019, €M, %)

Macro Category	Sub Category	Value (€M)	CAGR 14-19
<b>Probiotics</b>	Probiotic Supplements	569	5%
<b>Vitamins</b>	Multivitamins	308	5%
<b>Minerals</b>	Mineral Supplements	252	3%
<b>Vitamins</b>	Vitamin B	150	7%
<b>Others</b>	Glucosamine	112	6%
<b>Botanicals/ Others</b>	Eye Health Supplements	92	3%
<b>Botanicals</b>	Aloe	88	2%
<b>Fatty Acids</b>	Fish Oils/Omega Fatty Acids	50	7%
<b>Botanicals</b>	Ginseng	23	2%
<b>Minerals</b>	Calcium Supplements	12	12%

# As the coronavirus pandemic worsened, sales of herbal supplements, vitamins and minerals experienced astoundingly high levels of growth

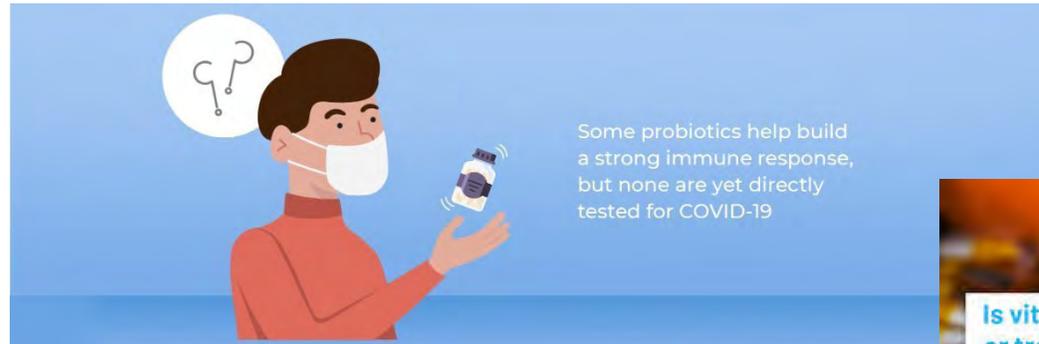
Nutraceuticals Market

Vitamins & Dietary Supplements Market  
Historical trend

Vitamins & Dietary Supplements Market  
Outlook trend

## Key Information

- Due to the **worsening of the COVID 19** situation and **driven by the news** that vitamins could help against the disease, the **demand for vitamins and supplements is soaring**
- Although there is no proven scientific evidence, **consumers increased the assumption of vitamins and supplements** such as zinc.
- Due to this surge in demand for supplements there is a **shortage** of the latter. On Amazon, many popular types of zinc are sold out. One box of 18 lozenges is selling for up to \$120 but they **wouldn't be delivered until next month**.
- **This scenario could positively affect the demand of supplements also in the next future** and will enhance the awareness of consumers towards the benefits of nutraceutical products



Some probiotics help build a strong immune response, but none are yet directly tested for COVID-19

**Zinc and coronavirus: The supplement may help reduce severity of symptoms, but it's no cure**



SCIENCE

**Vitamins are essential in the fight against COVID-19**

A functioning immune system is crucial in the fight against COVID-19. To maintain it, the body needs sufficient vitamins and other nutrients. But that is exactly what many people lack.

SHORT REPORT *Infectious Diseases*

**The role of Vitamin D in the prevention of Coronavirus Disease 2019 infection and mortality**

> Petre Cristian Ilie, Simina Stefanescu, Lee Smith

03.  
**Vitamins & Dietary  
Supplements Market  
Outlook trend**



# Vitamins & Dietary Supplements market expected growth will be driven by both endogenous and exogenous factors: (i) consumer preferences, (ii) aging populations, (iii) new life styles and (iv) increased healthcare cost

Nutraceuticals Market

Vitamins & Dietary Supplements Market  
Historical trend

Vitamins & Dietary Supplements Market  
Outlook trend

## Key drivers – Consumer preferences

### Attention to health



- Consumers' awareness of the importance of **wellbeing** and **prevention** is growing, thanks to the possibility of consulting **online medicine portals and websites** of international organizations in the health sector
- In general, consumers show increasing attention to the health, with a **proactive approach to the treatment and prevention** of potential diseases

### Nutrition sport



- The growing popularity of **fitness, bodybuilding and specialized sports** ("from health to fit") in the age group between 20 and 40 years is increasing the demand for food supplements useful for **achieving aesthetic goals or increasing performance** (aka "super food")

### Customization



- The growing attention of consumers to well-being and prevention is bringing out needs linked to **specific medical and health problems or risk factors** (e.g. smoking, obesity)
- In particular, the needs of consumers are differentiating on the **basis of the age and sex** of the person who takes vitamins or food supplements

## Key drivers – Exogenous factors

### Aging Population



- Over a fifth of consumers globally belong to the older segment of the population, increasing the need for products that **supplement the intake** of vitamins, calcium and other supplements, in order to **delay the effects and disorders related to aging**

### New Lifestyle



- The adoption of a **sedentary lifestyle** is one of the main drivers of the demand for food supplements. The supplements are in fact able to mitigate any **problems related to the sedentary lifestyle** and the adoption of non-optimal eating habits

### Increased healthcare cost



- **The increase in the cost of healthcare** is inducing more attention to **prevention** through the use of food supplements, in order to **reduce long-term costs**

# Major market challenges are represented by: (i) regulatory environment, (ii) threat of counterfeit dietary supplements and (iii) consumer distrust stemming from misleading marketing activities

Nutraceuticals Market

Vitamins & Dietary Supplements Market  
Historical trend

Vitamins & Dietary Supplements Market  
Outlook trend

## Key market challenges

### Challenging regulatory environment



The growth in the global dietary supplements market brings about a **greater need for governmental intervention** and strengthening of **regulations** pertaining to: (i) the production, distribution, safety testing, and (ii) **claims** regarding the effectiveness of dietary supplements.

Over the past decade, the **US Food & Drug Administration (FDA)** has become more stringent with the **safety standards** and has witnessed an increase in the number of *labeling violations* related to dietary supplements

### Threat of counterfeit dietary supplements



The increase in the consumption of dietary supplements has simultaneously led to an **increase in the influx of counterfeit and fake supplements** into the market.

Counterfeiting refers to the branding and sale of **non-authorized products** and represents a major challenge for the genuine vendors of dietary supplements.

Counterfeit dietary supplements are **manufactured using low-cost non-standard materials and are not tested** or approved by regulatory authorities; therefore, they are unfit for human consumption.

### Consumer distrust



The use of **deceptive advertising and communication strategies** by some companies, aimed at **claiming** the health benefits of taking supplements, has led to a **growing distrust of consumers** towards the entire sector, which is placing challenges for producers both in terms of reputation and in terms of regulatory requirements from the point of view of communicating the effects of products.

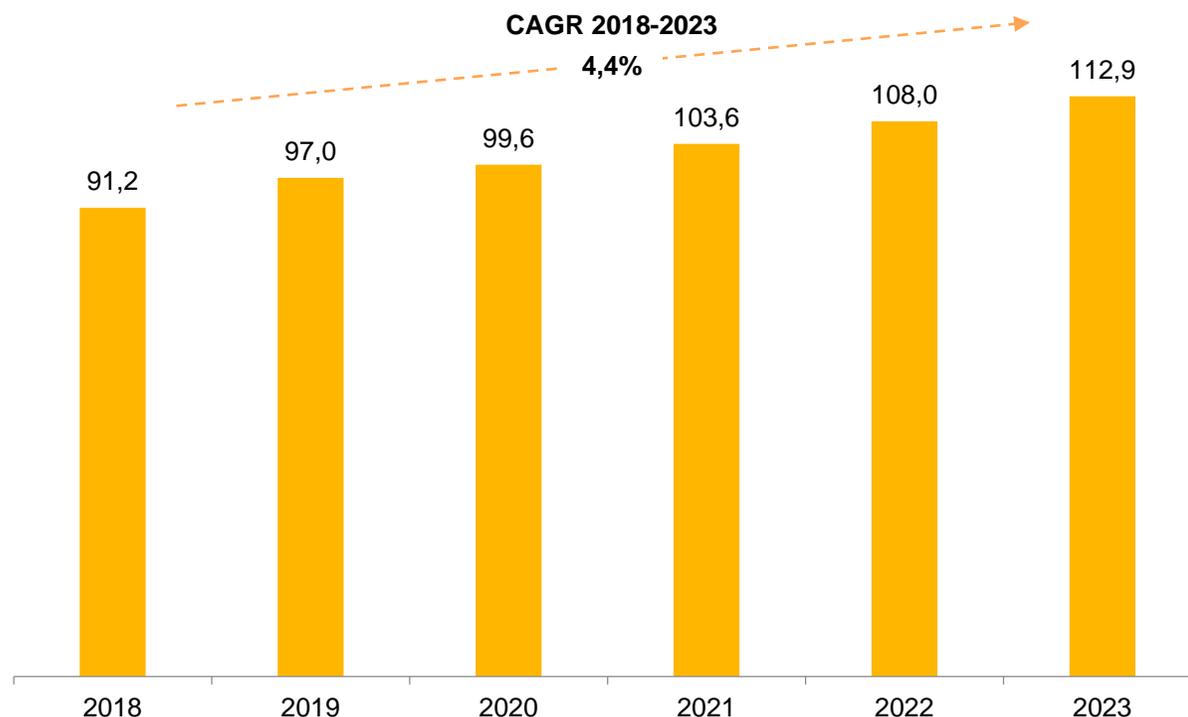
# The prospective growth of the Vitamins and Food Supplements market is forecast at 4,4% (CAGR 2018 - 2023), driven by exogenous factors and the evolution of consumption preferences

Nutraceuticals Market

Vitamins & Dietary Supplements Market  
Historical trend

Vitamins & Dietary Supplements Market  
Outlook trend

## Vitamins and Dietary Supplements – Global market (2018 – 2023, €B, %)



### Trends in consumer preferences:

- Growing awareness among consumers of the importance of **wellbeing** and **prevention**
- Increased nutrition **needs related to sports and athletic activities**, for the improvement of performance
- Sophistication of consumer needs in terms of **specific health needs**

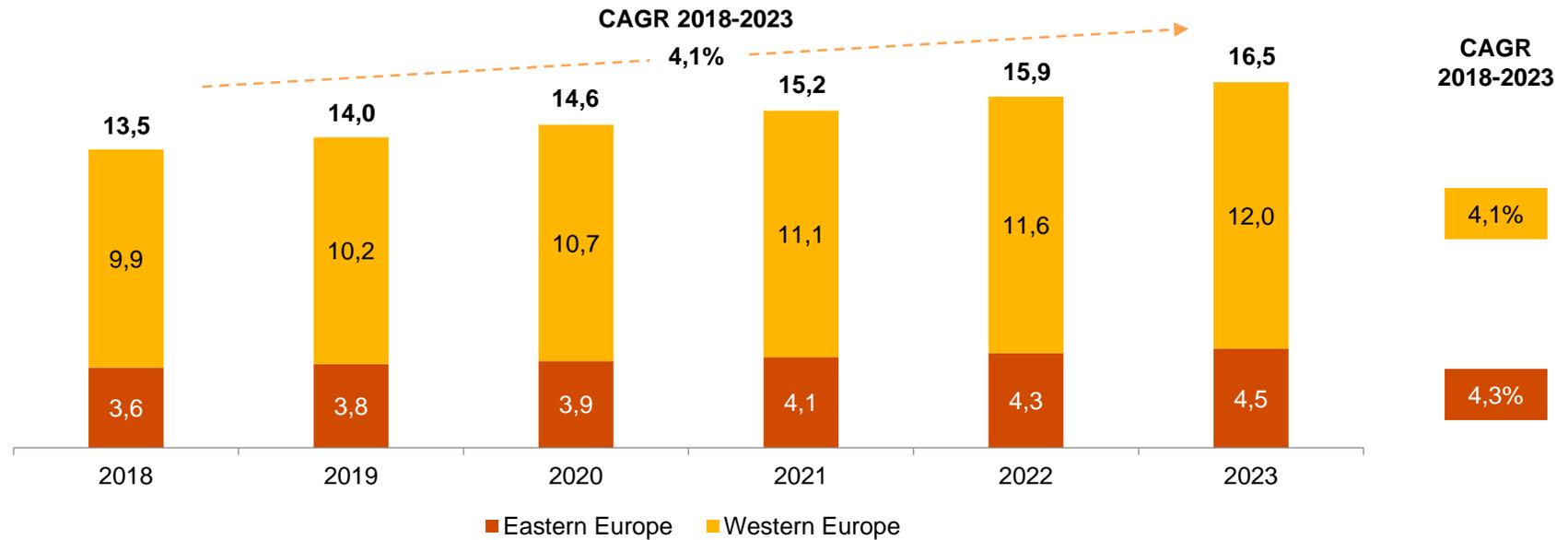
### Exogenous factors in the development of the demand:

- **Progressive aging** of the world population and consequent growth of specific health needs
- **Habits and lifestyle** that are harmful to health lead to an increase in the need to supplement one's diet
- Increase in healthcare costs and search for **alternative methods** of treatment

# Health and wellness trend, healthy living, drug prices and an increasingly looking for preventive options spur demand of the European market

Nutraceuticals Market
Vitamins & Dietary Supplements Market Historical trend
<b>Vitamins &amp; Dietary Supplements Market Outlook trend</b>

**Vitamins and Dietary Supplements – European market (2018 - 2023, €B, %)**



• Despite the European debt crisis that has affected consumer purchasing patterns, it is still expected that **Vitamins and Dietary Supplements** sales will grow at a **rate of 4,1%** and reach **16,5 €B by 2023** driven foremost by massive elderly population, who are increasingly looking for preventive options since Western Europe will be the second oldest region in the world in 2030 (after Eastern Europe), and also due to the commensurate rise of healthier living habits.

Germany is still the greatest potential European market with a value of 2,2 €B in 2023, while Poland is the market with the highest growth rate (CAGR 2018-2023 of 8,1%)

Nutraceuticals Market

Vitamins & Dietary Supplements Market  
Historical trend

Vitamins & Dietary Supplements Market  
Outlook trend

### Vitamins and Dietary Supplements – European market (2014 - 2018, €B, %)

Market		Value 2018	CAGR (18-23)	Value 2023	Drivers and context
Germany		1,8 €B	4,0%	2,2 €B	<ul style="list-style-type: none"> <li>• Growing <b>preference for vegan and vegetarian diets</b> by young people, focus on <b>health and prevention</b> by the elderly</li> </ul>
Russia		1,3 €B	(1,5%)	1,2 €B	<ul style="list-style-type: none"> <li>• Growth driven by <b>the segment of food supplements</b></li> <li>• Progressive <b>segmentation and differentiation</b> of the supply</li> </ul>
France		1,3 €B	3,2%	1,5 €B	<ul style="list-style-type: none"> <li>• Progressive <b>democratization</b> of the consumption of food supplements and a <b>proactive approach</b> to the one's own health</li> <li>• More <b>attentive and expert</b> consumers</li> </ul>
United Kingdom		1,1 €B	4,8%	1,4 €B	<ul style="list-style-type: none"> <li>• Growth of <b>involvement in sports</b> activities and consequent need to integrate nutrition</li> <li>• UK consumers look for dietary supplements to <b>support daily busy lifestyles, maximise productivity and support with stress management</b></li> </ul>
Poland		0,7 €B	8,1%	0,1 €B	<ul style="list-style-type: none"> <li>• Growing percentage of the population that <b>regularly takes food supplements</b> (over half the population)</li> <li>• Emerging need for more regulation</li> </ul>
Spain		0,4 €B	4,0%	0,5 €B	<ul style="list-style-type: none"> <li>• <b>Ageing</b> population leads older consumers to be more <b>aware of the benefits</b> of food supplements</li> </ul>

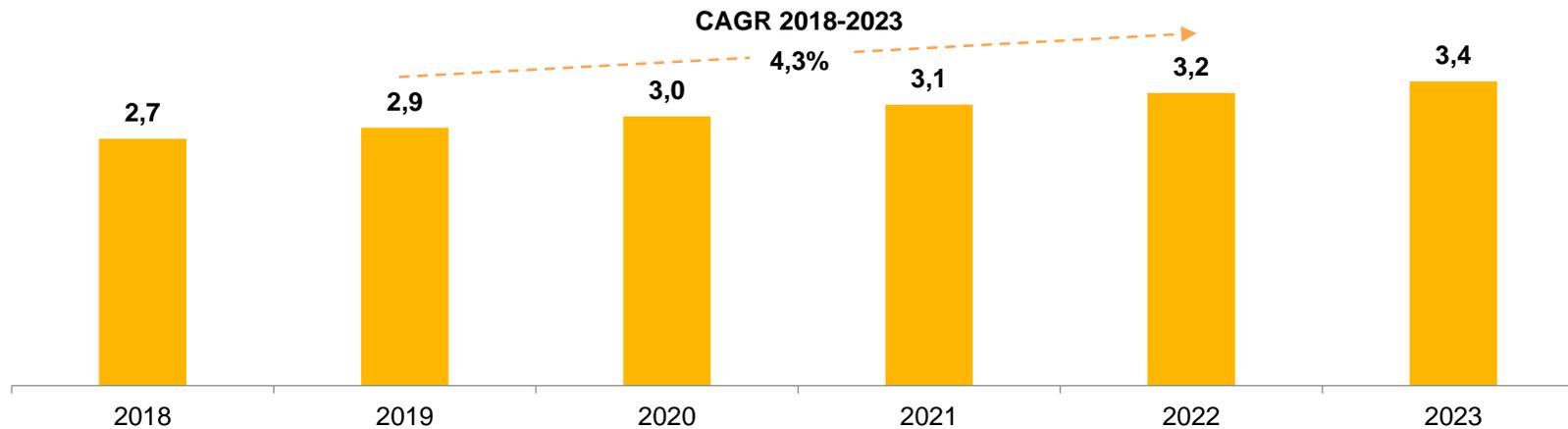
The Italian market has an expected growth of 4,3% in the 2018 - 2023 period thanks to the increase in awareness of the benefits of food integration by consumers

Nutraceuticals Market

Vitamins & Dietary Supplements Market  
Historical trend

Vitamins & Dietary Supplements Market  
Outlook trend

**Vitamins and Dietary Supplements – Italian Market (2018 – 2023, €B, %)**

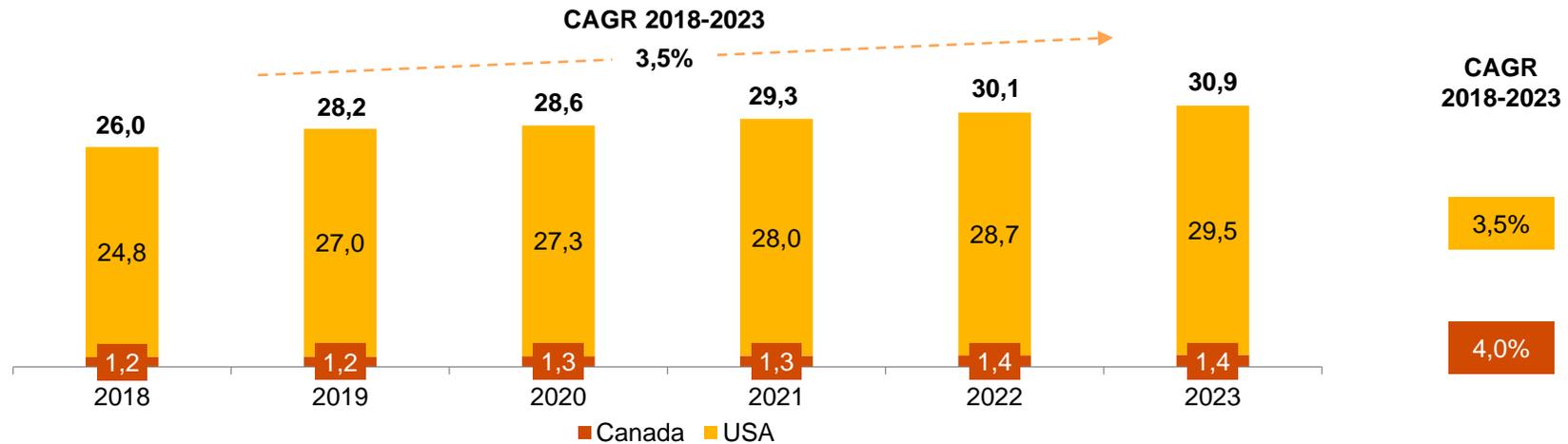


- Italy is a key geography of the nutraceutical market, thanks to the widespread awareness of the importance of a **balanced diet** and a **healthy lifestyle**. The growing awareness of the benefits of **consuming products derived from natural ingredients** (e.g. vitamins) among Italian consumers will have a positive impact on the supplements market in the coming years. Probiotic supplements is projected to grow at the fastest pace due to wider positioning including as immunity boosters and even mental health aids rather than only as digestive health support.
- There is widespread recognition among clinical professionals that food supplements play a primary role in healthcare, affecting the growth of the dietary supplements sector. Primary care physicians tend to recommend to patients **dietary supplements** to compensate for **minor health problems**. **Doctors/Physicians and Pharmacists** play an important role in the Italian Market. The **medical prescription of supplements** continues to increase – up to 28% in the last 2 years.
- Pharmacy represents the main sales channel, the supplements are confirmed as the first category after the RX/Prescription drugs. Another factor that is affecting the growth of the sector can be found in the increasing tendency of primary care physicians and specialists to recommend to their patients **nutritional supplements** to compensate for **minor health problems**.

In the next 5 years the North America market is expected to grow at an annual rate higher than the historical evolution (CAGR 3,5%)

Nutraceuticals Market
Vitamins & Dietary Supplements Market Historical trend
Vitamins & Dietary Supplements Market Outlook trend

**Vitamins and Dietary Supplements – North American market (2018 - 2023, €B, %)**



- North America is the global frontrunner in **Vitamins and Dietary Supplements**. In the US, the new administration's philosophy around regulatory rollback and increased incentives to raise local production could accelerate both growth and competition. Meanwhile Health Canada might do the opposite by implementing more regulations to protect consumers from misleading claims that do not have strong scientific support.
- The key product influencing growth in North America is probiotic supplements. Probiotic supplements are increasingly positioned as beneficial not only for digestion but also for immunity, allowing for broader use scenarios for prevention.
- The US is expected to see high growth in probiotic supplements, fish oils / omega fatty acids, and protein supplements. Demand for probiotics stems from greater consumer awareness of digestive issues and food sensitivities.

# Contacts

**Nicola Anzivino**

Partner

+39 348 8519842

nicola.anzivino@pwc.com

**Caterina Moliterno**

Director

+39 347 8507626

caterina.moliterno@pwc.com



© 2020 PricewaterhouseCoopers Advisory SpA. All rights reserved. PwC refers to PricewaterhouseCoopers Advisory SpA and may sometimes refer to the PwC network. Each member firm is a separate legal entity. Please see [www.pwc.com/structure](http://www.pwc.com/structure) for further details. This content is for general information purposes only, and should not be used as a substitute for consultation with professional advisors.