Global Natural Health Supplements Market: Global Industry Analysis and Opportunity Assessment 2016-2024

By

Ravleen Rattan

Dissertation submitted for the partial fulfillment of the

MBA Human Resource Management in Health and Hospitals

Academic year, 2015-2017

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TO WHOMSOEVER MAY CONCERN

This is to certify that Dr. Ravleen Rattan student of MBA in Human Resource Management in Hospital and Health Management from The IIHMR University, Jaipur has undergone internship training at Future Market Insights, Pune from 6th February, 2017 to 5th May, 2017.

The Candidate has successfully carried out the study designated to her during internship training and her approach to the study has been sincere, scientific and analytical.

The Internship is in fulfillment of the course requirements.

I wish her all success in all his future endeavors.

Dean, Academic and Student Affairs

The IIHMR University, Jaipur

Associate Professor

the IIHMR University, Jaipur

Future Market Insights

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May 5, 2017

TO WHOM IT MAY CONCERN

This is to certify that **Dr. Ravleen Rattan**pursuing **MBA Human Resource Management in Health an Hospitals** from **The IIHMR University, Jaipur** has successfully completed Major Project/ Dissertation in our organization on the topic, **"Global Natural Health Supplements Market"** from **February 6, 2017** to **May 5, 2017.**

During the project tenure in the organization, we found **Ravleen** is hard working, sincere and inquisitive.

We wish her all the best and success in her future endeavors.

Future Market Insights Global & Consulting

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THE IIHMR UNIVERSITY, JAIPUR

CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled **Global Natural Health Supplements Market: Global Industry Analysis and Opportunity Assessment 2016-2024** and submitted by **Dr. Ravleen Rattan** Enrollment No 0010 under the supervision of **Dr. Tanjul Saxena** for award of MBA in Human Resource Management in Health and Hospitals of the University carried out during the period from 6th February 2016 to 5th May, 2024 embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other institute or other similar institution of higher learning.

RRattan.
Dr. Ravleen Rattan.
Signature

THE IIHMR UNIVERSITY, JAIPUR

CERTIFICATE BY SCHOLAR

This is to certify that all ethical issues have been considered while collecting data for my dissertation titled **Global Natural Health Supplements Market: Global Industry Analysis and Opportunity Assessment 2016-2024**

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Dr. Ravleen Rattan.
Signature of student

Acknowledgement

I, Ravleen Rattan, student of MBA-HRM 1st batch at IIHMR University, Jaipur, would like to sincerely express my heartfelt gratitude to **Mr. Sudip Saha, COO, Future Market Insights**, **Pune,** for granting me the opportunity for training.

Miss Vipassa Kakroo, Senior Consultant, Future Market Insights, Pune for being my mentor and project guide for the entire period of my training, for helping me improve the quality of my work and for helping me identify areas where I lack and what characteristics I must develop in myself for my project in the Global Natural Health Supplements Market: Global Industry Analysis and Opportunity Assessment, 2016 - 2024

Dr. Tanjul Saxena, Associate Professor at IIHMR Jaipur, for her invaluable inputs and guidance for my projects, as she helped me to develop a line of thought for how to shape my project.

Dr. Ashok Kaushik, Dean, IIHMR University, Jaipur, for his support and guidance without which this training would not have been possible. Mr. Hem Bharghav, Placement Officer, IIHMR, Jaipur, for facilitating my dissertation internship at Future Market Insights, Pune, Lucknow.

Lastly, I would like to thank my college, IIHMR Jaipur, for providing me with an opportunity to learn from and work with the best personnel in marketing research, and for helping me gain an appreciation of where I currently stand as an Associate Consultant Level 1.

Ravleen Rattan

MBA HRM 2nd Year,

Batch 2015-17

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Abbreviations	Full Forms
APAC	Asia Pacific
BPS	Base Point Share
CAGR	Compound Annual Growth Rate
GDP	Gross Domestic Product
FDA	Food and Drug Administration
MEA	Middle East and Africa
Y-o-Y	Year on Year Growth

Organization Overview

1. Organization Profile

Future Market Insights is the premier provider of market intelligence and consulting services, serving clients in over 150 countries. FMI is headquartered in London, the global financial capital, and has delivery centers in the U.S. and India.

FMI's research and consulting services help businesses around the globe navigate the challenges in a rapidly evolving marketplace with confidence and clarity.. FMI's customized and syndicated market research reports deliver actionable insights that drive sustainable growth. FMI delivers a complete packaged solution to clients; this combines current market intelligence, technology inputs, statistical anecdotes, valuable growth insights, 360-degree view of the competitive framework, and anticipated market trends.

FMI's team of over 200 research analysts provides market intelligence at global, regional, and country level. Team of analysts is committed to provide independent insights, relying on our cognitive defusion training module, which conditions them to look at data objectively and unbiasedly.

2. Vision

To be an organization that's perennially trusted by its clients, earnestly respected by its employees, and enviously admired by its competitors!

3. Mission

To consistently create market research reports of the highest quality so that our clients make strategic decisions with confidence and clarity. We aim to empower businesses with accurate, actionable insights that help them strategize, plan ahead, and ultimately succeed in their endeavors.

4. Services offered by FMI

- **Customized Research**

Future Market Insights delivers customized research services to address the unique needs of clients. With its existing research capabilities and accomplished team of consultants, FMI is equipped to address specific research requirements of enterprises.

Research Framework

FMI delivers customized research solutions by actuating its broad spectrum of research methodologies, databases, and resources. FMI's tailor-made research services include quick market scan, country reports, in-depth market analysis, competition monitoring, consumer research and satisfaction studies, supplier research, growth planning, and more. FMI's proprietary methodologies allow to design a perceptive approach to balance cost, time, and analytics to meet clients' requirements.

- **Investment Research**

  Future Market Insights offers a full range of investment research services and analytics to financial firms across the globe. Researchers at FMI objectively assess market data points from an array of sources to provide insight that helps clients make smarter investment decisions. FMI collaborates with buy-side and sell-side institutions, providing them innovative ways to manage operations that are in tune with the dynamic market scenario. FMI also collaborates with investment banks, small and medium enterprises, venture capital, and private equity firms.

- **Syndicated Research**

  Staying acquainted with the latest and emerging market trends renders companies the competitive advantage they need. Future Market Insights' syndicated research services provide clients the valuable intelligence necessary to gain this edge. FMI's syndicated research reports enable clients to meet varied market objectives – from footprint expansion to supply chain optimization and from competitor profiling to M&As. FMI's domain expertise encompasses sectors such as BFSI, Telecom and Media, IT, Transportation, Manufacturing, Healthcare and Life Sciences, Energy, Utilities, Chemicals, and Services.

- **Social Media Research**

  Social media presents a great opportunity to businesses to connect with their target audience. Consumers are using social media to talk about their needs and wants, likes and dislikes, and these online conversations present a wealth of information that businesses can leverage to their advantage. Future Market Insights believe that social media research can help businesses make better strategic decisions. FMI's highly skilled and experienced team of social media researchers' gains insights on consumer behavior by analyzing the consumers' use of social media.

Future Market Insights provides a host of social media research solutions geared toward giving clients a better understanding of social media trends and conversations. These social community insights prove invaluable before, during, and after social marketing campaigns.

5. Thrust Areas:

FMI's multi-disciplinary research team offers market intelligence on a broad range of end-use industries, including:

- Automotive and Transportation
- Electronics, Semiconductors, and ICT
- Retail and Consumer Products
- Automation and Equipment
- Food and Beverages
- Services and Utilities
- Chemicals and Materials
- Energy, Mining, Oil and Gas

FMI offer solutions for seven regions:

- North America
- Latin America
- Western Europe
- Eastern Europe
- Asia Pacific excluding Japan
- Japan
- Middle East & Africa

FMI cover markets in both developed and developing regions, with special focus on GCC, ASEAN, and BRICS – the new frontiers of growth.

6. Methodology adopted by FMI:

FMI research methodology involves a thorough analysis of the myriad factors that shape up a market. Analyst at FMI takes a holistic approach to market research, incorporating best practices in data collection, data filter and analysis, and data search and intelligence to deliver actionable insights that serve the needs of the clients.

Figure 1: FMI Methodology

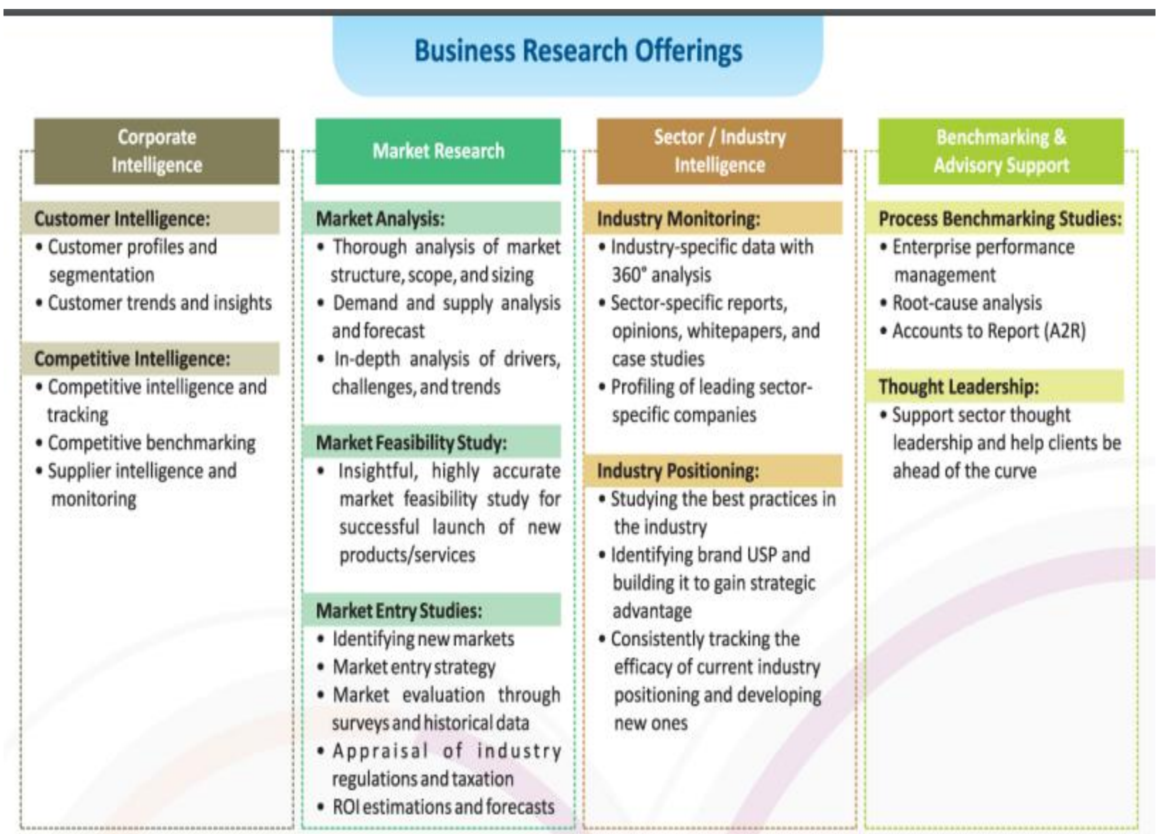


Figure 2: FMI Business Research Offerings

7. 2016 Focus Areas:

- Social Media Management
- Thought leadership
- Feasibility Research
- Market Modelling
- Benchmarking

Dissertation Report

Global Natural Health Supplements Market: Global Industry Analysis and Opportunity Assessment 2016 - 2024

1. Introduction

In view to achieve healthy lifestyle, people are inclining towards preventive healthcare. Dietary supplements also known as nutritional supplements or health supplements are one such potential preventive healthcare option. A law was passed on dietary supplements by Congress in 1994, according to which dietary supplements are defined as products that helps to supplement the diet that may contain one or more dietary ingredients such as vitamins, minerals, herbs, amino acid among others that can be consumed in form of tablet, capsule, or soft gel. The law thus passed on dietary supplement in known as Dietary Supplement Health and Education Act (DSHEA).

Dietary supplements are products which may or may not provide nutritional value to the diet. However, dietary supplements can help to promote the bodily functions, as many supplements are considered to be part of diet rather than holding any medicinal benefit. The nutritional supplements can be derived from various sources and also offers bewildering range of products so as to meet individualistic requirements according to the bodily needs. The nutritional supplements are broadly categorized under two source namely synthetic and natural source. The synthetic form is available in various chemical compositions whereas in natural form these are obtained from plant source, animal source in form of isolates, concentrates and extracts.

Dietary supplements industry is witnessing a substantial growth owing to increase inclination of the consumers towards healthy living. With increasing incidence of lifestyle diseases, people are adopting preventive healthcare measures, not only to curb the long term effect but also to escape from the burden of excessive healthcare expenditure. Moreover, consumers are drifting towards products containing natural ingredients hence, propelling the demand for natural health supplements.

Natural Health supplements are primarily derived from natural source which may be derived from various parts of the plant such as bark, leaves, stem and flowers which are known to offer different health benefits whereas animal source derived supplements are obtained from fish, shark, bee in form of royal jelly and propolis and other animal source. With advent of continuous product innovations, natural health supplements hold great potential to harness consumer’s traction. The herbal supplements present the opportunistic platform for the product manufacturers, as they offer healthy alternatives to artificial additives. Other natural source such as royal jelly obtained from bee pollen, colostrum of goat milk and omega 3 obtained from sharks and fishes provide new areas for product innovations.

Moreover, natural health supplements offer holistic health benefits apart from targeting specific health condition. The widely acknowledged health conditions for which natural health supplements finds extensive use are bone & joint support, heart health, digestive support along with weight management and sports nutrition supplements. Thus adds diversity to the array of health benefits offered by supplements. However, not every natural health supplements hold clinical significance, various documentation and research is being involved to ascertain the health benefits. Lack of concrete regulatory structure raises question upon the credibility and transparency of these supplements. Hence, extensive research is required to validate their health offerings.

2. Regulatory Framework

1. Food and Drug Administration (FDA): FDA is the regulatory body in USA that regulates the dietary supplements in USA. Dietary supplements are being monitored under certain guidelines such as the responsibility of marketing the safe products beholds upon the dietary supplements manufacturers or dietary ingredient manufacturers, the FDA retains the right with itself to take legal action if unsafe product is been marketed. FDA along with Department of Health and Human Services (HHS) enforced Good Manufacturing Practices (GMP) so also to ensure the safety, quality, purity of the product before and after its introduction to the market so as to prevent circulation of banned drugs and to minimize the incidence of mislabeling
2. European Food and Safety Authority (EFSA): The safety of the supplements is guided under the European Food and Safety Authority (EFSA). The safety of the dietary supplements is ascertained by maintaining a list of ingredients that are permitted and provide certain nutritional value. If a manufacturer tends to market a product that has not been enlisted needs an approval form the European Commission. Therefore, products that are manufactured in Europe are considered to be of highest quality. Moreover, European Commission is also specific about the product claims therefore, emphasize on the product offerings that are safe, high in quality and contains the required nutritional value.

3. Foods for Specified Health Uses (FOSHU): Japan is considered to be the second prominent market for the health supplements after U.S. The regulation for the nutraceutical products are segmented into two groups: the first being “Foods with Nutrient Function Claims,” which regulates five minerals and twelve vitamins under the standardized specified daily levels. The second group states“Foods for Specified Health Uses (FOSHU)”, which regulates the dietary supplements that are stated to have beneficial physiological effects and hence supports healthy bodily functions.
4. National Association of Food Supplements Industry (ANAISA): National Association of Food Supplements Industry (ANAISA) regulates the dietary supplements in Mexico. ANAISA was formed in 2011 so to conglomerate the companies together that are dedicated towards manufacturing and marketing of food and dietary supplements. According to ANAISA a dietary supplement should comprehend of certain constituents that have certain pharmacological action apart from vitamins and minerals. The constituents can be natural or synthetic in nature such as saw palmetto (plant derived), ephedrine among others. ANAISA also works with other Mexican regulatory bodies such as Federal Commission for Protection against Health Risks (COFEPRIS), that helps in regulating the advertisement regarding supplements.

3. Review of Literature:

According to Sarah Laird and Rachel Wynberg (2015), plant based health supplements are obtained from various parts of the plant such as barks, leaves flowers and seed. Herbal supplements significantly contribute to the nutritional health supplements market. However, with increasing demand for quality products with proven health benefits among consumers, manufacturers are focusing upon extensive research and development of the plant based ingredient to be used leading to increasing trend towards mergers and acquisitions in the nutraceutical industry. Thus, marked increase in government funding has also been observed in recent times to work upon the safety and efficiency of these supplements.

According to Nutraceutical World, with increasing interest of consumers towards functional food, health supplements represent an opportunistic segment of nutraceutical industry. Apart from plant based natural health supplements, marine based health supplements are gaining momentum especially health supplements comprising of omega 3 fatty acid. Thereby, diversifying the product portfolio offered by manufacturers. Moreover, consumer’s preference of natural products over synthetic products is driving the market for natural health supplements. Futhermore, increasing health awareness, increasing incidence of lifestyle diseases and self-medication behavior is significantly affecting the growth of the market.

According to Mckinsey report on herbal supplements, increasing geriatric population and inclination towards preventive healthcare is spurring the growth of herbal supplements with new emerging competitors entering the market. The report primarily focuses upon the scenario of U.S. herbal supplements market and concluded five prominent factors propelling the market growth namely, the increasing geriatric population, inclination towards preventive healthcare, self-medication behavior among consumers, availability of various sales channel especially the E-commerce and holistic health benefits offered by herbal supplements. These factors have greatly influenced the growth of natural health supplements.

According to a study on regulation of food supplements, dietary supplements are available under different names across the globe depending upon the regulatory bodies acting in the particular region. In Europe supplements are known as food supplements whereas in US and Thailand these are known under the name of dietary supplements which are used to supplement micronutrient in the diet. Dietary supplements are the most widely accepted terminology owing to changing consumer’s consumption pattern.

According to American Botanical Council 2014, there has been tremendous increase in the sales of herbal dietary supplements through various sales channels. The sales and interest of the consumers remain unaffected even during the economic downturn, thereby demonstrating the confidence among consumers towards herbal dietary supplements. Various sales platforms are being adopted by product manufacturers so as to penetrate among the broad consumer base. Retail sales channel is projected to be the most dominant sales platform for natural health supplements. However, other sales channels such as media, catalogs, practitioners and E-commerce have also been used for the sales of the supplements. E-commerce is projected to record substantial growth in the near future as it represents convenient sales channel platform.

According to a report on dietary supplements by Brazian and NHS choices, this focuses upon the effect of natural health supplements on specific health condition. In order to achieve health benefits people are adopting dietary supplements, despite of their unproven health benefits.

Extensive research and documentations are still need to validate the health benefits offered by these supplements. However, health supplements may show certain benefits depending upon the individual circumstances. Nevertheless, the influence of media, peer choices and lifestyle diseases are contributing to the robust growth of natural health supplements.

According to a report on dietary supplements by National Centre for Complementary and Integrative Health, the dietary supplements doesn't share same regulations are that imposed on prescription or over-the-counter drugs. However, FDA states certain rules to be followed by supplement manufacturers such as they should ensure proper labelling of the products, ensure the safety of the drugs before they are being marketed. The dietary supplement manufacturer makes three types of claims that are function claims, health claims and nutrient content claim. If a manufacturer claims for health, then it should have supportive evidence for the same. Moreover, manufacturers should comply with good manufacturing practices so as to ascertain proper processing, labeling and packaging of the supplements. After the drug is being marketed, FDA tracks the safety of the product and if FDA finds any safety violation then it is may take stringent action against manufacturer. Thus, regulatory bodies play a significant role in the regulating the safety of these dietary supplements.

4. Objectives of the study:

1. Qualitative Analysis of natural health assessment based on macro-economic, PESTEL, porter's five force model analysis.
2. To perform market assessment for natural health supplements in terms of value (US$ Mn) across five different geographies
3. To identify factors affecting the natural health supplements market as compared to overall dietary supplements market.

5. Research Question:

How natural health supplements are shaping up in next eight years?

6. Research Methodology

The Study

The research study is descriptive study.

Sampling Design

Key Respondents: Key opinion leader of the related industry

Sample Size: 30 (approximately)

Sampling Method: Convenience method.

Study Duration: 3 months.

Data Source: Primary Data/Secondary Data

Tools used for data Collection

Triangulated data validation approach was adopted for sizing the market for natural health supplements. The market was also analyzed by considering the revenue from the key players operating in this segment. This process involves analysis of various annual reports, investor's presentations, SEC filings, 10k reports, and press releases.

7. Market Assessment:

Following is the assessment of the natural health market to determine the global potential of natural health supplements in nutraceutical industry

7.1. Parent Market Overview:

Dietary supplements are purposed to provide essential nutrient level as part of the diet which helps to maintain and promote healthy bodily functions. Dietary supplements can be available in following combinations:

- Vitamins, amino acids, minerals (natural or synthetic)
- Naturally-derived substances from animal and plants source, which are obtained in form of extracts, isolates and concentrates

7.2. Target Market Overview:

Natural Health Supplements are obtained from natural source which may be derived from plant source, animal source in form of extracts, isolates and concentrates.

- Herbal supplements also known as botanical supplements which can be obtained from various parts of the plant such as bark, leaves, stem and flowers which are known to offer different health benefits.
- Animal derived supplements are obtained form fish, shark, bee in form of royal jelly and propolis and other animal source.

7.3. Market Taxonomy:

On the basis of form, global natural health supplements market is divided into:

- Tablet
- Capsules
- Soft gels

On the basis of source, global natural health supplements market is divided into:

- Plant
- Marine
- Others

On the basis of application, global natural health supplements market is divided into:

- Digestive Support
- Bone & Joint Support
- Weight Management
- Heart Health
- Stress & Anxiety
- Sports Nutrition
- Other

On the basis of demographics, global natural health supplements market is divided into:

- Men
- Women
- Senior citizen
- Kids

On the basis of sales channel, global natural health supplements market is divided into:

- Mass Merchandise
- Natural & Health Food
- Direct Sales

On the basis of sales channel, global natural health supplements market is divided into:

- North America
- Latin America
- Europe
- APAC

- MEA

7.4. Market Dynamics:

Natural health supplements market is analyzed on the basis of certain macroeconomic factors that drive the growth of the markets:

7.4.1. Economic Drivers:

1. Substantial growth has been witnessed in natural health supplements market in the recent years leading to exponential sales across the globe. Thus, significantly contributing to the GDP of many countries especially US. Therefore, to validate their health benefits, government is supporting in the research and development of the natural ingredients used in the manufacturing of natural health supplements by providing considerable funding.
2. Natural health supplements involve wide value chain across the sectors starting from the procurement of natural ingredients, processing and manufacturing up to the sales channel. Hence, ominous sales of the supplements have a rippled effect across the sectors involved in the natural health supplements market such as processing, manufacturing, and transportation.
3. Owing to mounting healthcare expenditure, people are inclining towards preventive healthcare measures. Hence supporting the growth of natural health supplements. Moreover, government is also emplacing upon the products that if not cure but atleast helps to curb the long term effects and also encouraging use of natural remedies.

7.4.2. Demand Side Drivers:

1. Consumers are drifting towards nutritional food options, leading to explorative search among the consumers to suffice their need. Natural health supplements provide them an easy stop solution which is now easily available over the counter and in specialty stores, where consumers can opt for supplements as required by them. Thereby, encouraging self-medication behavior pattern among consumers.
2. With advent of modern lifestyle, marked increases in incidence of lifestyle diseases have been witnessed. This has led to rising concern in the society regarding preventive healthcare options. Thus leading to robust growth of natural heath supplements market.
3. Noteworthy trend has been observed among geriatric population which is opting for natural health supplements so as to ease their old age by substituting their diet with the required micronutrients levels. Thus, bone & joint support supplements are projected to

witness substantial growth during the forecast period which is most preferred supplements among geriatric population.

7.4.3. Supply Side Drivers

1. Owing to significant demand for natural health supplements among consumers, manufactures are making continuous efforts to offer distinguished provide offerings. This has led to formulation of products that provide holistic health benefits apart from functional products offerings. Thereby, providing bewildering range of products offered by manufacturers.
2. Digitalization has revolutionized the way products reach to the consumer base. This has led to tremendous development of E-commerce platform. Consumers have development preference for online buying and hence, manufacturers are capitalizing upon this opportunity for selling and promoting their product offerings.

7.4.4. Opportunities:

1. With increasing incidence of mislabeling of health supplements, regulatory bodies are tightening the safety norms for enlisting the ingredients offered by products manufacturers, adding upon the complexity of highly fragmented market. However, manufacture can catapult this as an opportunity by working upon the transparency and traceability of their product portfolio. Owing to this, good manufacturing practices have gained traction among the manufactures of natural health supplements.
2. Personalized nutrition is being witness as an emerging trend. Consumers are preferring products that suffice their individualistic requirements according to their bodily needs. Thus provides an explorative opportunity for manufactures to develop and launch innovative products to satisfy the consumer’s demand.
3. Over the counter availability of the drugs have generated new medium to expand the sales of natural health supplements, as consumers are adopting self-medication behavior giving boost to over the counter sales.

7.4.5. Market Challenges:

1. There have been evidences to circulation of banned drugs in the market which creates a continuous threat of side effects caused by these drugs. Adding on to it, there are certain natural supplements that interfere with metabolism of prescribed drugs leading to

uncertain reactions. Lack of awareness among the consumers regarding these effects of natural health supplements may limit the growth of the market.

2. As already mentioned, dietary supplements doesn't have to undergo quality check as other prescribed drugs. Hence, leading to increase incidence of false claims that mislead the consumers. Lack of government regulation upon the processing and manufacturing process of these supplements has restrained the market growth of natural health supplements.
3. There is lack of documentation to prove the health benefits offered by these supplements. Thus transparency and credibility of these supplements require extensive research and development. Owing to this high product recall rates have been witness. Thus, creating white patches in the natural health supplements market.

7.4.6. Global Trends:

1. Globally, a shift in lifestyle pattern has been observed due to which people are conceding on their diet by substituting fibrous and healthy diet with convenient food options. Thereby, leading to increase incidence of lifestyle diseases such as diabetes, obesity and high blood pressure. However, people have started to drift towards healthier product options. Thereby, spurring the market growth of natural health supplements.
2. Consumers prefer products that are naturally derived hence a continuous shift has been observed among the consumers from conventional products to natural products.thus, contributing to significant growth of natural health supplements. Hence supplements containing herbal ingredients such as Echinacea, ginseng, ginkgo, fish oil and propolis among others are gaining traction among consumers.
3. Health supplements market is considered to be complex and highly fragmented with copious product offerings. Thus, personalized nutrition trend is being witnesses and is gaining momentum at a large scale catering to individual needs. Thereby, providing opportunity for product differentiation and broadening of the competitive landscape among product manufactures.
4. Continuous product innovation is being carried out by the manufacturers to sustain in the competitive market. Innovation is not only limited to use of natural ingredients but has also lead to introduction of new technologies in the drug delivery methods such as microencapsulation and Nano separation that enhance the bioavailability of the nutrients.

Hence soft gel is gaining traction among the consumers due to its product design and easy solubility.

7.5. PESTLE Analysis:

Political: Nutraceutical industry possesses a great challenge in determining the safety and quality of dietary supplements. As a result there is increase in frequency of products with false health claims incidences and questionable quality. Increase in recall rates created pressure on FDA to place stringent norms upon the authentication of the products thereby leading to conception of Good Manufacturing Practices (GMP) so as to ensure the safety and quality of the health supplements being marketed. In Brazil, The Brazilian Association of Foods for Special Purposes and Congeners (ABIAD) is responsible for regulating nutraceutical products which works in harmony with National Health Surveillance Agency (ANVISA) so as to advice upon the regulation and registration of new products. In order to assess the new products ANVISA has employed more staff and implemented electronic processing thereby, reducing the evaluation time and increasing the efficiency.

Economic: The health supplements are considered to be a highly fragmented market. Tremendous growth has been mapped by the industry, which has a huge impact on the other associated sectors. Thus, creating new job opportunities across various sectors. The most prominent associated sectors are harvesters of natural ingredients, product manufacturers, suppliers, distributors, wholesalers among others. The major challenge being faced by health supplements manufacturers is related to the import of the health supplements across global. As different region have their own set of regulatory authorities, it becomes difficult for the manufactures to conform to the guidelines of all regulatory framework hence influencing the trading scenario of natural health supplements**.**

Social: Increase inclination of consumers towards naturally obtained products has been witnessed over the recent years. Hence it has a persuasive impact over the natural health supplements. Moreover, as the health conscious behavior among the consumers is intensifying leading to adoption of natural health supplements as healthy alternatives to medicines. However, the bioavailability, efficacy and safety of herbal supplements is under exploration and still questionable. Increasing incidence of false claims, has led to demand for clean labels among the consumers especially regarding natural health supplements. However, the inclination of “natural” products is drifted towards the younger generation. Thereby, leading to perception split among the consumers adding to the complexity of the market.

Technology: With colossal growth of the natural health supplements, various marketing platform have been emerged in recent times. Digital marketing is the most prominent platform for the growth and sales of the supplements. E-commerce has immensely driven the market with engrossment of major player such as Nutralite, Herbalife which offer their product through online channels. Moreover, various technological interventions have extended the scope for manufacturers to widen their products offering. Prominent flavoring companies such as Givaudan are working upon the flavor and fragrance aspect of natural ingredients such as omega 3 and soy products to mask their odor so as to increase their adaptability among the consumers. Moreover, evolution in the delivery format has spurred the market growth. With introduction of microencapsulation and Nano separation techniques the availability of health supplements in various dosages form has provided potential growth platform for the contract label manufacturers.

Legal: According to a research study there have been significant increase in the incidence of false health claims, which stated out of 127 dietary supplements almost 75 of the supplements lacked the required disclaimer and 205 of them displayed prohibited disease claims on their labels. Therefore, representing lack of creditability of the health supplements. A study conducted by New York Attorney General's office published its findings upon the false health benefits and fake ingredients included in the natural health supplements such as Walmart’s brand Spring Valley herbal supplements was analyzed and it was found that Ginkgo biloba supplements did not contain Gingko biloba DNA instead it contained mixture of rice, wheat, mustard.

Environment: Various apprehensions have been raised over the quality assurance of the herbal ingredients. Certain extrinsic factors are responsible for the compromised and adulterer quality of herbal ingredients such as industrial emission, changing climatic conditions, inadequate plant collection and improper cultivation practices. As a result many herbal species are either endangered or becoming extinct thereby, leading to cultivation of poor quality and fake varieties of herbal ingredients by the herb producers. Hence, natural health supplements which are being produced either lack the characteristic DNA of specific herb or are of compromised nutritional value.

7.6. Porter's Five Force Model

The natural health supplements market is analyzed through porter's five force model to understand the industrial scenario.

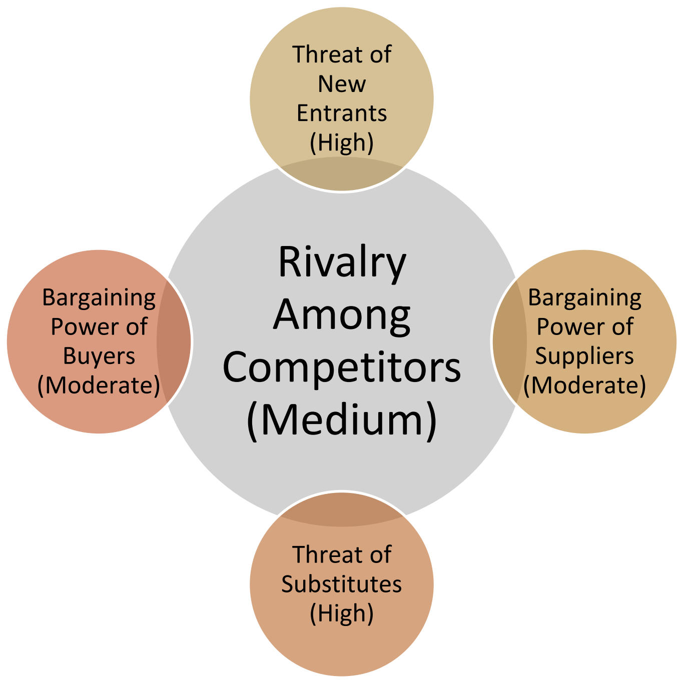


Figure 3: Porter's Five Force Model

- <u>Threat of New Entrants (High)</u>: Highly fragmented market offers a broad competitive landscape for new entrants to easily capture the market share. Digital marketing has provided opportunistic platform for various new entrants to offer their products through online platform.
- <u>Threat of Substitutes (High):</u> The major threat face by the natural health supplements are the availability of the organic and Non-GMO health supplements owing to increased consumer interest in these areas.
- <u>Bargaining Power of Buyers (Moderate)</u>: Increasing influence towards natural products coupled with rising health conscious behavior has drifted the consumer's interest towards natural health supplements.
- <u>Bargaining Power of Suppliers (Moderate):</u> high bargaining power of suppliers is attributed to increased involvement of various players across the value chain. However, presence of different regulatory bodies across the globe has leads to restriction in efficient import of the product. Thus, affecting the bargaining power of the suppliers.

- Rivalry Among Competitors (Medium): the factors influencing the competitive landscape involves high product differentiation, emerging small and medium players and development of low-cost products.

7.7. Forecasting Factors

The market is analyzed based upon certain factors which either directly or indirectly influence the growth of natural health supplements market during the forecast period.

- GDP Growth: Worldwide, GDP growth had been stagnant in most prominent economies of the world in the recent past. Advanced and matured economies of the world are expected to witness distinct recovery and growth over the next five years. Declining oil prices and political unrest specifically in West Asia, coupled with slowdown in China economy may also have an impact on the global economic growth. Emerging and developing economies are expected to contribute considerably to global economic growth. Notably, prominent economies of Latin America, South East Asia, Eurasia and Middle East and Africa are expected to perform at marginal rate and witness gradual growth.

- Nutraceutical Market: With increased incidence of lifestyle diseases and inadequate nutritional content in the diet, nutraceutical industry is gaining prominence and becoming popular among the consumers so as to maintain and promote healthy lifestyle. This trend is being concurrent among developed markets like U.S. where the healthcare expenditure is high and consumers are electing for preventive health measures. Meanwhile, increasing health conscious behavior in other parts of the world has also significantly influenced the growth of nutraceutical market.

- Herbal Health Supplements Market: Increased inclination of consumers towards natural products has significantly propelled the market scenario of the herbal supplements. As a result, manufacturers are now emplacing upon the research of new herbs encompassing potential health benefits and also exploring traditional Chinese medicines for manufacturing of herbal supplements. However, botanical source has a greater impact when natural health supplements are considered. Hence, white patches are need to be identified in the market so as to potentiate upon the unexplored segment such as marine and other natural source based ingredients.

- Geriatric Population: Increasing health conscious behavior has a significant influence over the geriatric population. Geriatric population is drifting towards usage of health supplements so as to make their old age healthy along with sufficing their diet with adequate amount of nutrients. The majority of the population in U.S. is reportedly consist of baby boomer generation which is expected to reach above 65yrs of age in the near future. Thereby, stimulating the demand for health supplements. Moreover, geriatric population has inclination towards natural products hence supporting the target market growth.

7.8. Model Flow:

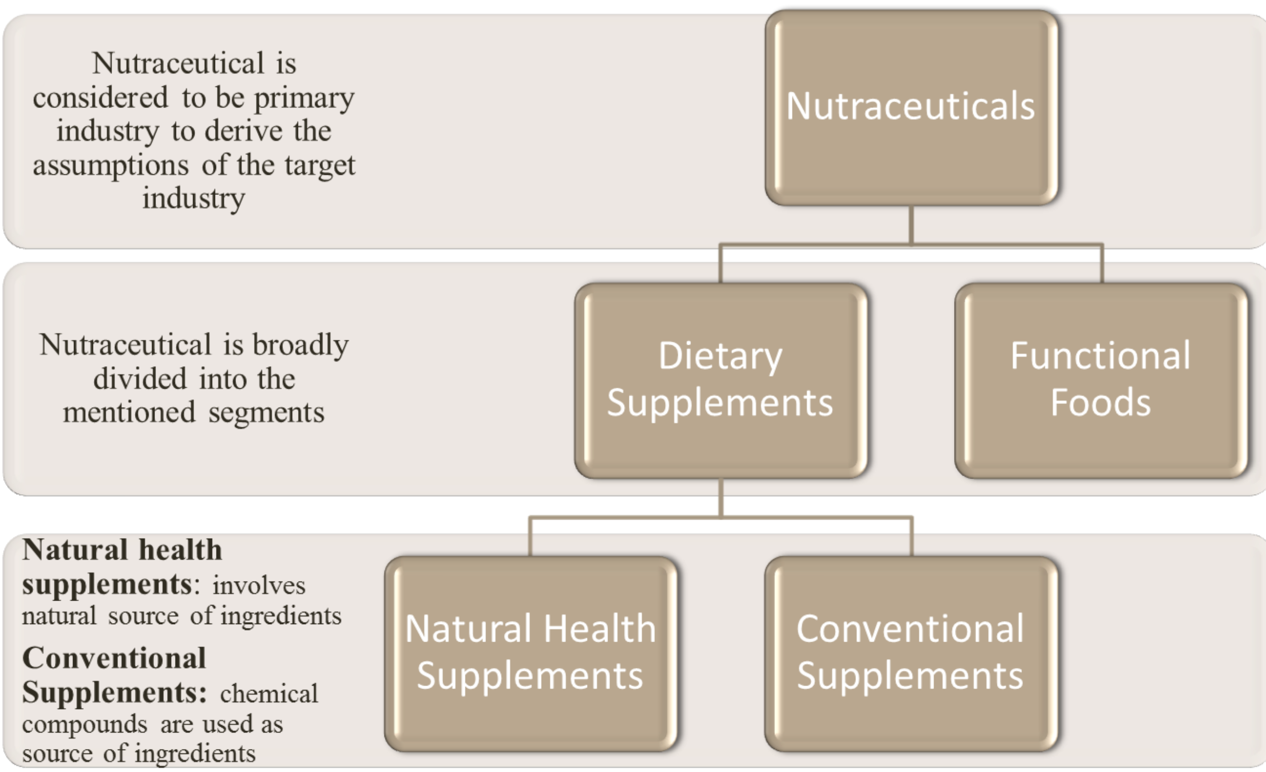


Figure 4: Model Flow

7.9. Prominent Market Players

The key players were mapped on the basis of their revenue share contributed in natural health supplements industry.

On the basis of following indicators each player were analyzed:

- Product Portfolio
- Geographical Presence
- Key Financial Ratios such as revenue, net income, gross income, assets turnover, % gross margin, % net margin.
- Key Developments are tracked over past five years
- Key Business Strategies
- SWOT analysis of the profiled companies
- Industrial Coding such as The North American Industry Classification System (NAICS), Standard Industrial Classification (SIC)
- Further the players are mapped on the basis of:
  - **Ingredients Manufactures**: The companies that provide the raw material in the form of herbs such as ginseng, echinacea, ginkgo and fish oil among others
  - **Contract Label Manufacturers:** These manufacturers provides the drug delivery formats such as capsule, soft gels and tablets
  - **Product Manufacturers:** they provide the finished product in form of supplements for the end users.

Ingredient Manufacturers

- Omega Protein Corporation
- Naturex S.A.
- Archer Daniel Midland Company

Contract Label Manufacturers

- Evonik Industries AG
- GMP Pharmaceuticals Pty Ltd.

Product Manufacturers

- Herbalife International, Inc.
- Nutraceutical International Corporation
- United Naturals Food, Inc.
- Blackmores Limited
- The Natural Bounty Co.
- Amway Corporation

Figure 5: Prominent Players Mapping

7.10. Value Chain:

Figure 6: Value Chain

7.11. Assumptions:

- Analysis of the market is done on the basis of market taxonomy
- To depict analysis of the global natural health supplements market, three methods are primarily used:

- **Base Point Share:** It is used to determine the percentage change in the market value over the forecast period.
- Y**-o-Y growth:** This graph depicts the year on year growth to be witnessed by each segment during the forecast period
- **Market Value:** It is depicted in tabulated form which illustrates the market value of each segment during the forecast period along with the estimated CAGR.

8. Market Analysis:

8.1. By Source:

Natural health supplements can primarily be obtained from plant source such as ginseng, echinacea, ginkgo, john's wort are among the prominent plant derived source, whereas fish oil, shark cartilage have been used primarily to obtain omega 3. Furthermore, other sources such as bee pollen and goat colostrum have been used in the manufacturing of natural health supplements.

On the basis of source the natural health supplements is segmented into:

- Plant
- Marine
- Others

The market is further analyzed through market value, base point share, Y-o-Y which is as followed:

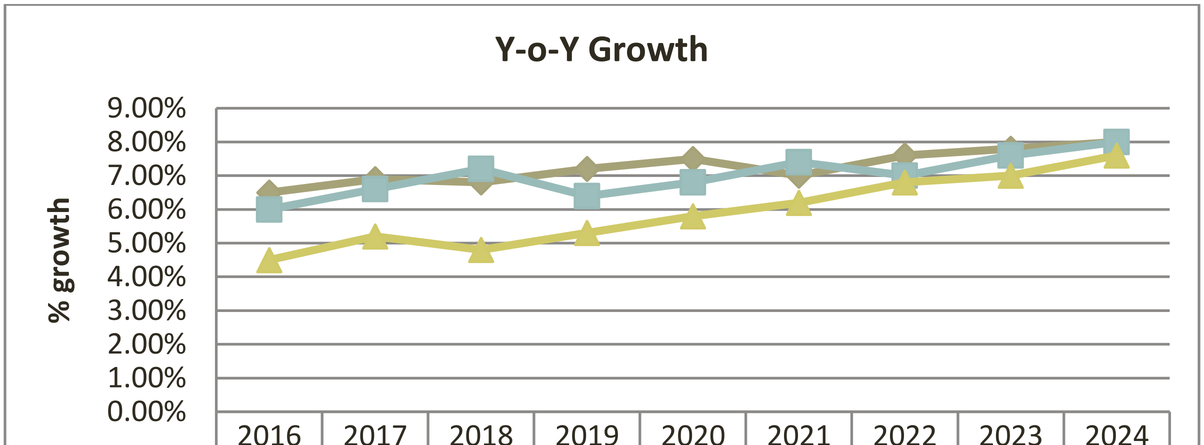
8.1.1. Market Value

Table 1: Market Value by Source

Market Value (US$ Mn) By Source during 2016-2024										
By Source	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**	**2022**	**2023**	**2024**	**CAGR**
Plant	14600.3	15607.72	16669.05	17869.22	19209.41	20554.07	22116.18	23841.24	27427.1	8.0%
Marine	14490.1	15446.45	16558.59	17618.34	18816.39	20208.8	21623.42	23266.8	27421.99	8.0%
Others	5286.4	5561.293	5828.235	6137.131	6493.085	6895.656	7364.561	7880.08	8112.967	7.60%

- Marine source is estimated to be valued at US$ 27421.99 Mn by 2024 with an anticipated CAGR of 8.0% representing the highest CAGR in the segment during the forecast period.
- Plant source is considered to be dominating segment with an anticipated CAGR of 8.20% during the forecast period. Owing to wide availability of herbs which can be used as dietary supplements due to health benefits offered by them and acceptance among the consumers contributes to the substantial growth of the plant derived supplements.

8.1.2. Y-o-Y Growth:



	2016	2017	2018	2019	2020	2021	2022	2023	2024
Plant	6.50%	6.90%	6.80%	7.20%	7.50%	7%	7.60%	7.80%	8%
Marine	6.00%	6.60%	7.20%	6.40%	6.80%	7.40%	7.00%	7.60%	8%
Others	4.50%	5.20%	4.80%	5.30%	5.80%	6.20%	6.80%	7.00%	7.60%

Figure 7: Y-o-Y Growth by Source

Others segment is anticipated to witness a Y-o-Y growth rate ranging from 4.50% to 7.60% during the forecast period to be valued at US$ 8112.967 Mn by 2024 whereas plant segment is estimated to witness a Y-o-Y growth rate ranging from 6.50% to 8.0% during the forecast period.

8.1.3. Base Point Share

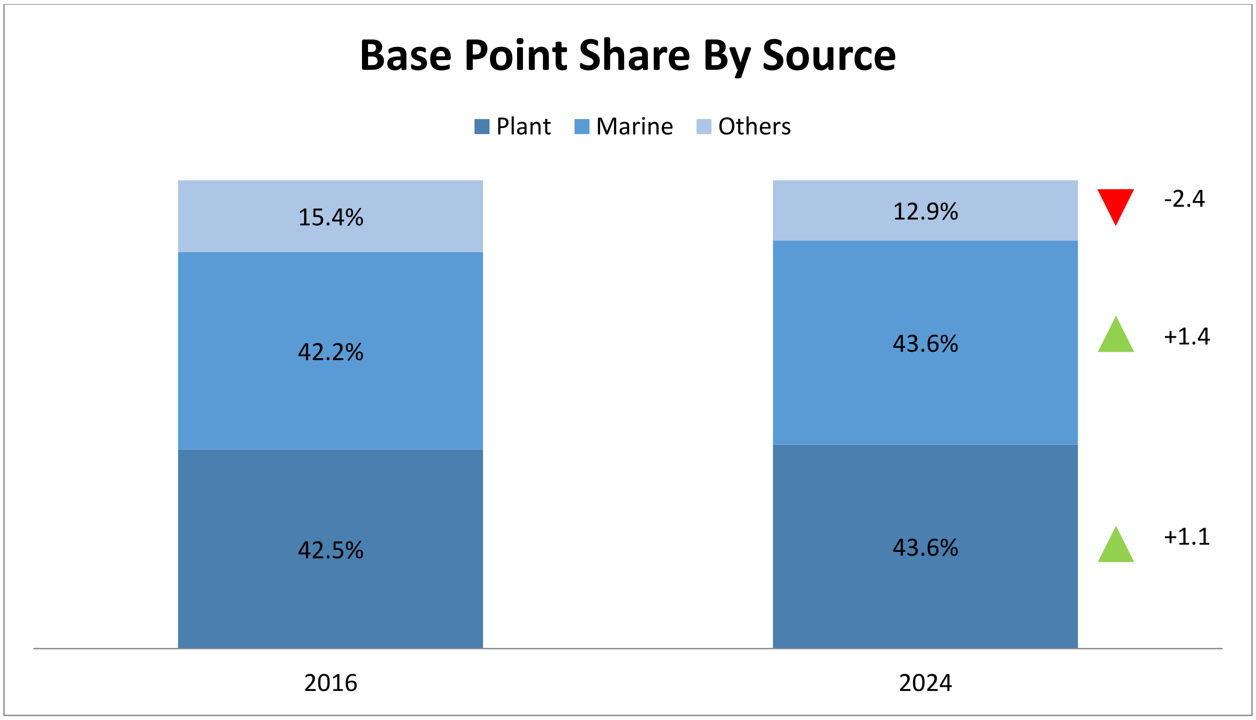


Figure 8: BPS By Source

- The others (bee, goat) segment is expected to lose -2.4 BPS during the forecast period whereas marine source is expected to gain +1.4 BPS during the forecast period.
- With substantial increase in demand for omega 3 derived supplements, and marine source being rich in omega 3 source is expected to gain significant share during the forecast period

8.2. By Form:

Various drug delivery formats have been used for the manufacturing of natural health supplements. However, capsule and tablet have been the most prominent form of intake among the consumers. Continuous product innovations are being in drug delivery formats such as companies are making efforts to mask the foul smell of certain supplements. For instance, Omega 3 has unpleasant smell hence companies are trying to combat this property of omega 3 by collaborating with flavor and fragrances firms.

On basis of form, global health supplements market is segmented into:

- Capsules
- Tablets
- Soft gels

8.2.1. Market Value:

Table 2: Market Value by Form

Market Value (US$ Mn) By Form during 2016-2024										
By Source	2016	2017	2018	2019	2020	2021	2022	2023	2024	CAGR
Capsule	11152.6	11922.13	12732.83	13649.6	14673.32	15700.45	16893.68	18211.39	19890.41	8.0%
Tablet	16794.9	17903.36	19192.41	20420.72	21809.33	23423.22	25062.84	26967.62	30856.66	8.0%
Soft gels	6452.5	6788.03	7113.855	7490.89	7925.361	8416.734	8989.072	9618.307	11767.33	7.60%

- Tablet form is considered to be dominating segment which is estimated to be valued at US$ 30, 856.66 Mnby 2024 with an anticipated CAGR of 8.0% representing the highest CAGR in the segment during the forecast period.
- Soft gel is considered to be potentiating segment with an anticipated CAGR of 7.60%. With ongoing innovations in drug delivery formats, soft gel segment is estimated to record substantial growth during the forecast period owing their easy solubility property.

8.2.2. Y-o-Y Growth

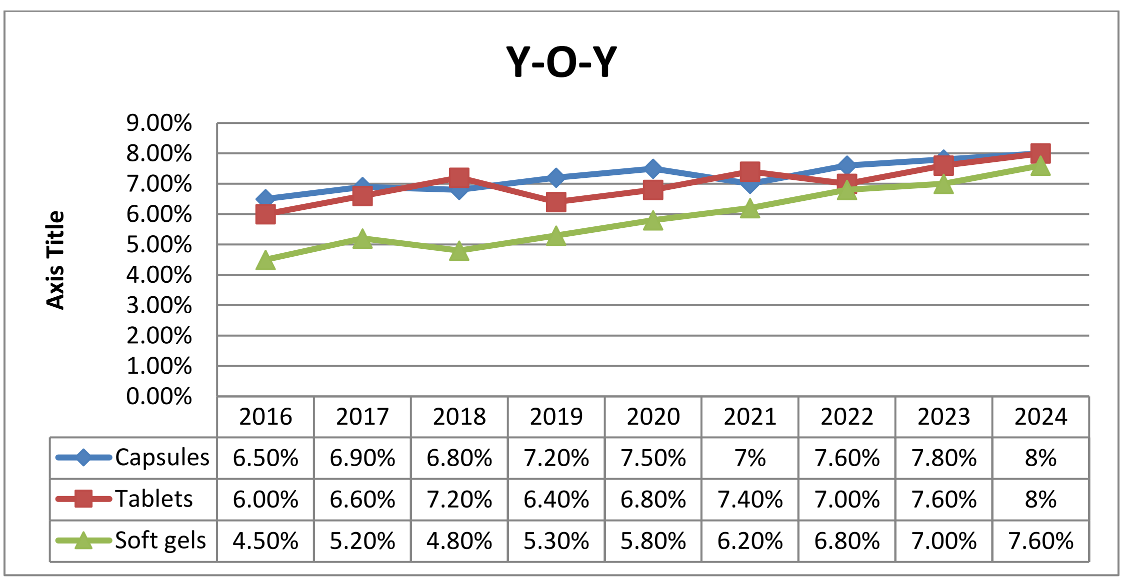


Figure 9: Y-o-Y by Form

Capsule segment is anticipated to witness a Y-o-Y growth rate ranging from 6.50% to 8.0% during the forecast period to be valued at US$ 19,890.41Mn by 2024 whereas soft gels segment is estimated to witness a Y-o-Y growth rate ranging from 4.50% to 7.60% during the forecast period.

8.2.3. Base Point Share

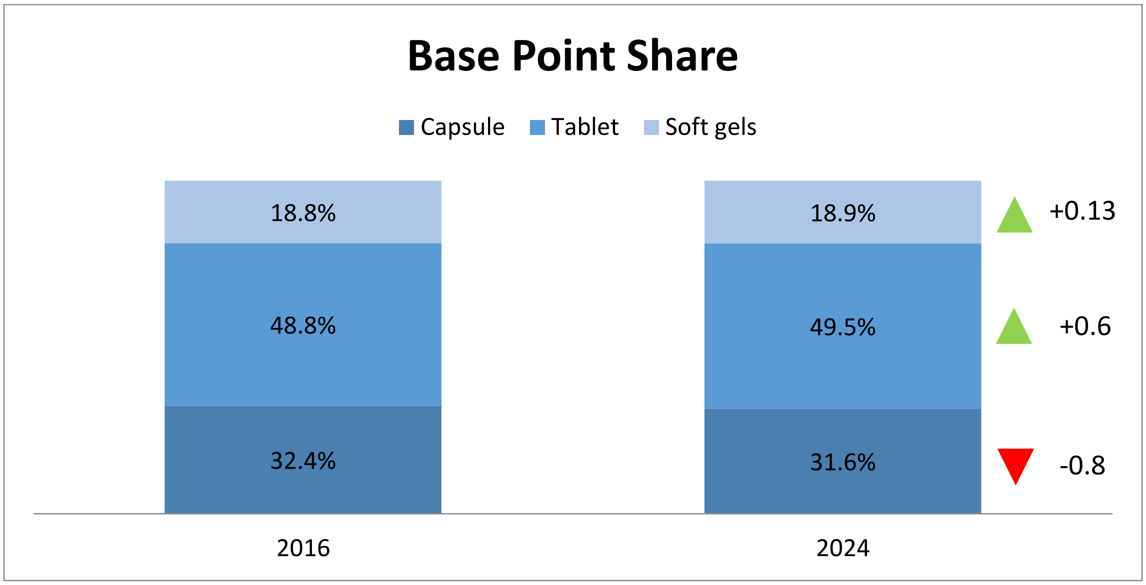


Figure 10: BPS by Form

- The capsule segment is expected to lose -0.8 BPS during the forecast period whereas tablet is expected to gain +0.6 BPS during the forecast period.
- Tablet being widely accepted drug deliver format is expected to witness exponential growth during the forecast period.

8.3. By Application:

Consumers are inclining towards healthy habits by adopting dietary supplements in their diet to enhance and promote the overall wellness. Hence, to suffice these requirements manufacturers are offering products that target certain prominent bodily function so as to promote healthy living.

On the basis of application, global natural health supplements market is segmented into:

- Digestive Support
- Bone & Joint Support

- Weight Management
- Heart Health
- Stress & Anxiety
- Sports Nutrition
- Others

8.3.1. Market Value

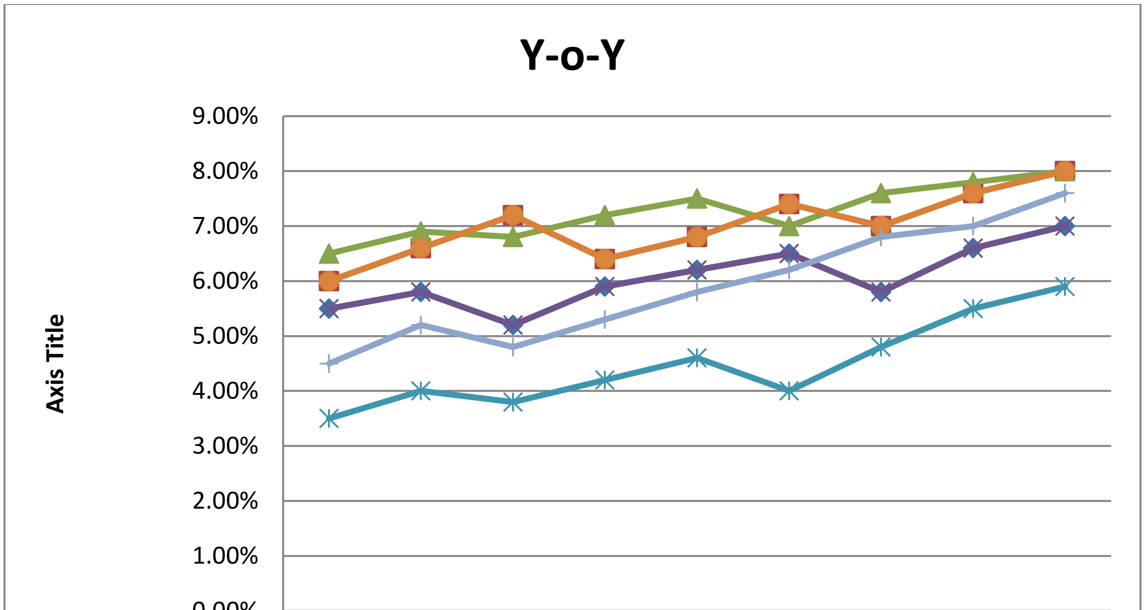
Table 3: Market Value by Application

Market Value (US$ Mn) By Application during 2016-2024										
By Application	2016	2017	2018	2019	2020	2021	2022	2023	2024	CAGR
Digestive Support	4964.2	5252.124	5525.234	5851.223	6213.999	6617.909	7001.747	7463.863	9256.671	7.0%
Bone & Joint Support	6541.3	6973.026	7475.084	7953.489	8494.326	9122.906	9761.51	10503.38	11155.41	8.0%
Weight Management	7252.3	7752.709	8279.893	8876.045	9541.749	10209.67	10985.61	11842.48	13826.43	8.0%
Heart Health	2245.5	2375.739	2499.277	2646.735	2810.832	2993.536	3167.162	3376.194	4064.795	7.0%
Stress & Anxiety	1785.7	1857.128	1927.699	2008.662	2101.061	2185.103	2289.988	2415.937	2824.725	5.90 %
Sports Nutrition	8610.9	9179.219	9840.123	10469.89	11181.84	12009.3	12849.95	13826.55	16175.83	8.0%
Others	2999.5	3155.474	3306.937	3482.204	3684.172	3912.591	4178.647	4471.152	5231.27	7.60 %

- Sports Nutrition is considered to be dominating segment which is estimated to be valued at US$ 16, 175.83 Mn by 2024 with an anticipated CAGR of 8.0% representing the highest CAGR in the segment during the forecast period.
- Weight Management is the next prominent segment which is estimated to be valued at US$ 13,826.43 Mn by 2024 registering a CAGR of 8.0% during the forecast period
- Bone & Joint segment also represents potentiate segment with a projected CAGR of 8.0%. Significant drift is being seen towards natural health supplements among geriatric

population so as to ease their old age by substituting their diet with essential micronutrients.

8.3.2. Y-o-Y Growth



	2016	2017	2018	2019	2020	2021	2022	2023	2024
Digestive Support	5.50%	5.80%	5.20%	5.90%	6.20%	6.50%	5.80%	6.60%	7.00%
Bone & Joint Support	6.00%	6.60%	7.20%	6.40%	6.80%	7.40%	7.00%	7.60%	8%
Weight Management	6.50%	6.90%	6.80%	7.20%	7.50%	7%	7.60%	7.80%	8%
Heart Health	5.50%	5.80%	5.20%	5.90%	6.20%	6.50%	5.80%	6.60%	7.00%
Stress & Anxiety	3.50%	4.00%	3.80%	4.20%	4.60%	4.00%	4.80%	5.50%	5.90%
Sports Nurition	6.00%	6.60%	7.20%	6.40%	6.80%	7.40%	7.00%	7.60%	8%
other	4.50%	5.20%	4.80%	5.30%	5.80%	6.20%	6.80%	7.00%	7.60%

Figure 11: Y-o-Y by Application

- Digestive support is anticipated to witness a Y-o-Y growth rate ranging from 5.50% to 7.0% during the forecast period to be valued at US$ 9,256.671 Mn by 2024 whereas stress & anxiety segment is estimated to witness a Y-o-Y growth rate ranging from 3.50% to 5.90% during the forecast period.
- Owing to increasing incidence of lifestyle diseases, demand for personalized nutrition is being increased to suffice the individualistic need according to the bodily functions. Hence, broad spectrum of natural health supplements are available that target particular health problem.

8.3.3. Base Point Share

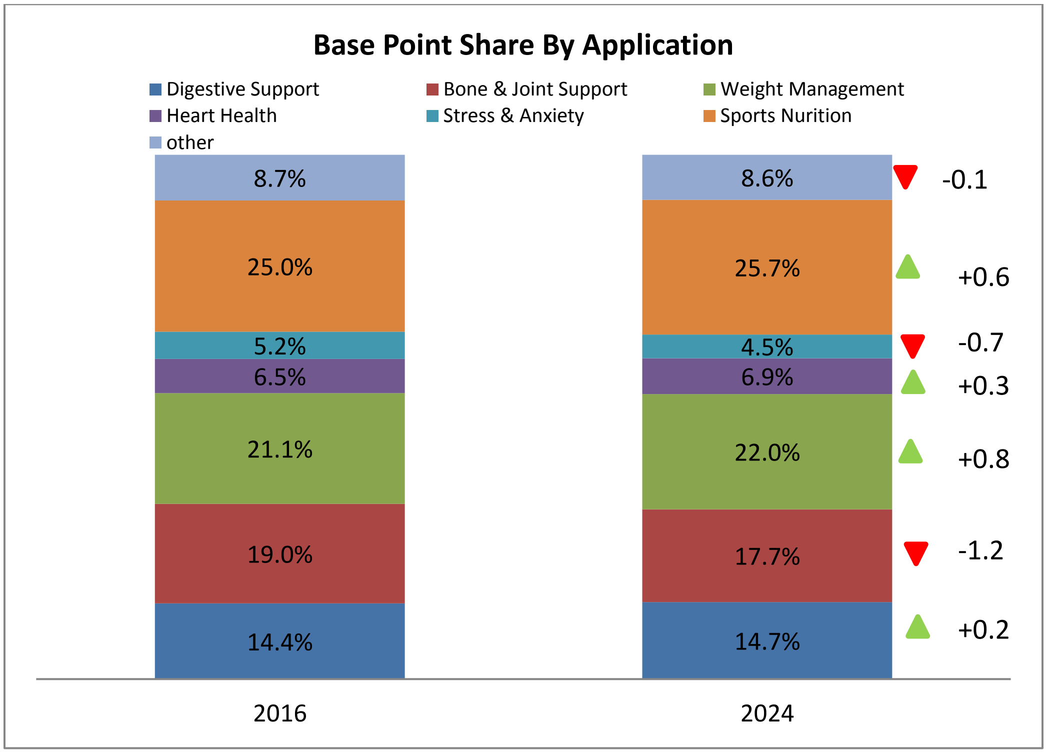


Figure 12: BPS By Application

- The bone & joint supplement segment is expected to lose -1.2 BPS during the forecast period whereas weight management is expected to gain +0.8 BPS during the forecast period.
- Weight management and sports nutrition segment are considered to be the most dominating segments as they the most preferred supplements among the younger population. As younger population is health conscious and also holds the highest incidence of obesity.

8.4. By Demographics:

Supplements are available for every demographic profile. As different genre of people have different bodily requirements, so products are available in the market that suffice the individualistic needs. According to a consumer survey 2014, 71% of female account for more intakes of dietary supplements than male in US.

On the basis of demographics, global natural health supplements are segmented into:

- Men

- Women
- Senior Citizen
- Kids

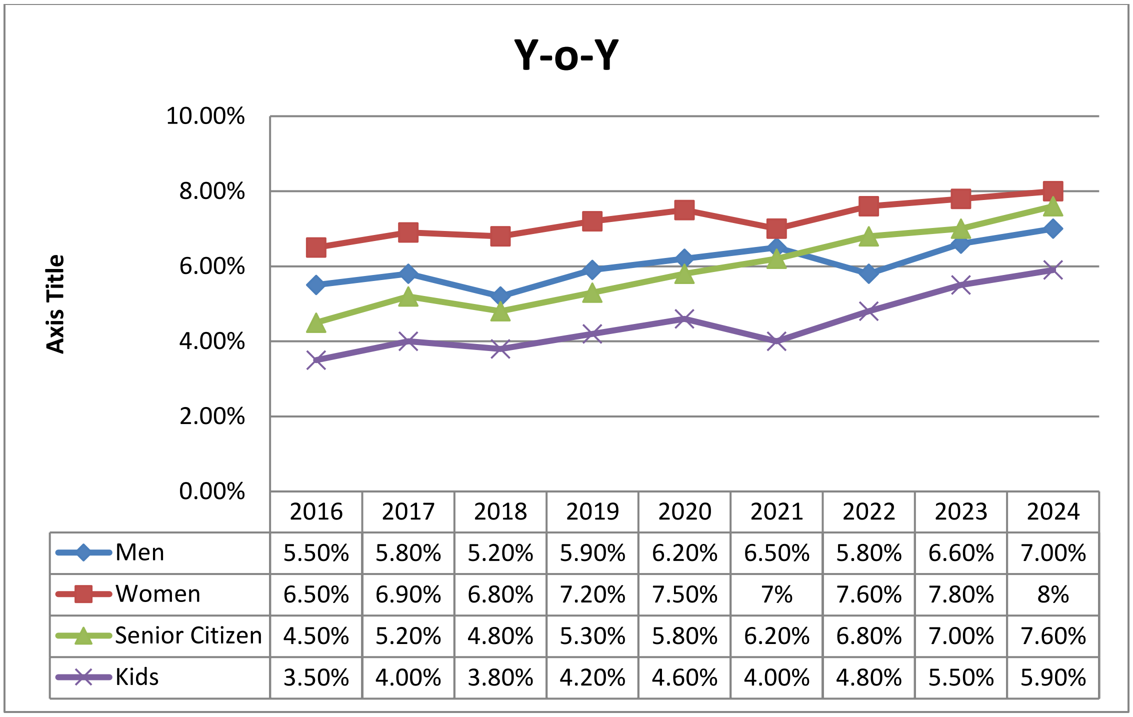
8.4.1. Market Value

Table 4: Market Value by Demographics

Market Value (US$ Mn) By Demographics during 2016-2024										
By Demographics	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**	**2022**	**2023**	**2024**	**CAGR**
Men	10908.8	11541.51	12141.67	12858.03	13655.23	14542.81	15386.3	16401.79	19600.86	7.0%
Women	12910.4	13801.22	14739.7	15800.96	16986.03	18175.05	19556.36	21081.75	24073.83	8.0%
Senior Citizen	8051	8469.652	8876.195	9346.634	9888.738	10501.84	11215.97	12001.08	14791.81	7.60%
Kids	2933.2	3050.528	3166.448	3299.439	3451.213	3589.262	3761.546	3968.431	4781.98	5.90%

- Women supplements are considered to be dominating segment which is estimated to be valued at US$ 24,073.83 Mn by 2024 with an anticipated CAGR of 8.0% representing the highest CAGR in the segment during the forecast period.
- Men Supplements are the next prominent segment which is estimated to be valued at US$ 19,600.86 Mn by 2024 registering a CAGR of 7.60% during the forecast period
- Senior Citizen supplements segment also represents potentiate segment with a projected CAGR of 7.60%. Rising count of geriatric population has a significant impact on the demand for natural health supplements. Certain natural health supplements such as ginkgo, ginseng helps to promote bone and joint health along with boosting the immunity. Hence, spurring the growth of natural health supplements.

8.4.2. Y-o-Y Growth



	2016	2017	2018	2019	2020	2021	2022	2023	2024
Men	5.50%	5.80%	5.20%	5.90%	6.20%	6.50%	5.80%	6.60%	7.00%
Women	6.50%	6.90%	6.80%	7.20%	7.50%	7%	7.60%	7.80%	8%
Senior Citizen	4.50%	5.20%	4.80%	5.30%	5.80%	6.20%	6.80%	7.00%	7.60%
Kids	3.50%	4.00%	3.80%	4.20%	4.60%	4.00%	4.80%	5.50%	5.90%

Figure 13: Y-o-Y Growth by Demographics

- Women segment is anticipated to witness a Y-o-Y growth rate ranging from 6.50% to 8.0% during the forecast period to be valued at US$ 24,073.83 Mn by 2024 whereas kids segments is estimated to witness a Y-o-Y growth rate ranging from 3.50% to 5.90% during the forecast period.
- Owing to the rising incidence of bone & joint diseases among women such as osteoporosis and other post-menopausal problems, women supplements are projected to register substantial growth during the forecast period.

8.4.3. Base Point Share:

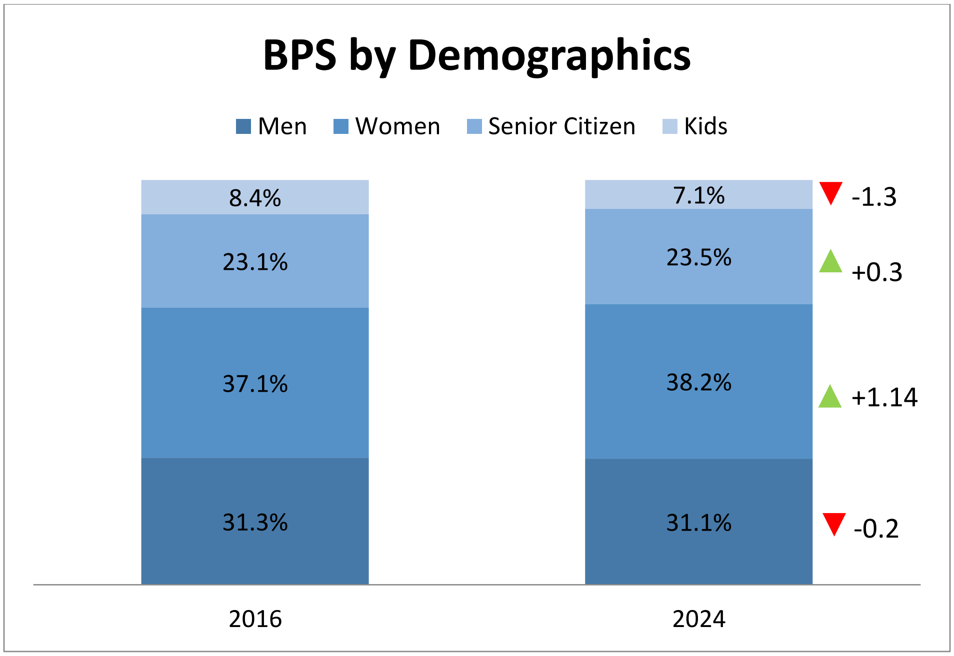


Figure 14: BPS by Demographics

- The men supplement segment is expected to lose -0.2 BPS during the forecast period whereas women and senior citizen is expected to gain +1.14 and +0.3 BPS respectively during the forecast period.
- Women and senior citizen supplements are considered to be most prominent segment in demographics, as overall wellness is the center of focus for every demographics, these aforementioned segments have particular demand for their specific health conditions such as bone & joint diseases.

8.5. By Sales Channel

Various sales channels are being embraced by manufacturers to reach the target audience. The sales channel profiled in this reported is as:

Mass Merchandise: Food and grocery stores, Mass merchandise, Club retailers and Drug and convenience stores

Natural and Health Food: Specialty retail outlets, Sports Nutrition Stores

Direct Sales: Internet, Mail order, Catalogue, Media, Healthcare practitioner, Membership

On the basis of sales channel, global natural health supplements are segmented into:

- Mass Merchandise
- Natural & Health Food
- Direct Sales

8.5.1. Market Share

Table 5: Market Value by Sales Channel

Market Value (US$ Mn) By Sales Channel during 2016-2024										
By Demographics	2016	2017	2018	2019	2020	2021	2022	2023	2024	CAGR
Mass Merchandise	18965.1	20216.8	21672.41	23059.44	24627.48	26449.92	28301.41	30452.32	34076.37	8.0%
Natural & Health Food	5540.1	5828.185	6107.938	6431.659	6804.695	7226.586	7717.994	8258.254	10103.4	7.60 %
Direct Sales	9894.8	10468.7	11013.07	11662.84	12385.94	13191.02	13956.1	14877.21	18450.69	7.0%

- Mass merchandise is considered to be dominating segment which is estimated to be valued at US$ 34,076.37 Mn by 2024 with an anticipated CAGR of 8.0% representing the highest CAGR in the segment during the forecast period.
- Natural & Health Food is the next prominent segment which is estimated to be valued at US$ 10,103.4 Mn by 2024 registering a CAGR of 7.60% during the forecast period
- With digitalization various sales platform has been emerged, E-commerce being the most prominent. As E-commerce provides convenient purchase options to the consumer with easy payment methods, hence ventures an opportunity for manufacturers to offer their products through E-commerce so as to reach broader consumer base.

8.5.2. Y-o-Y Growth:

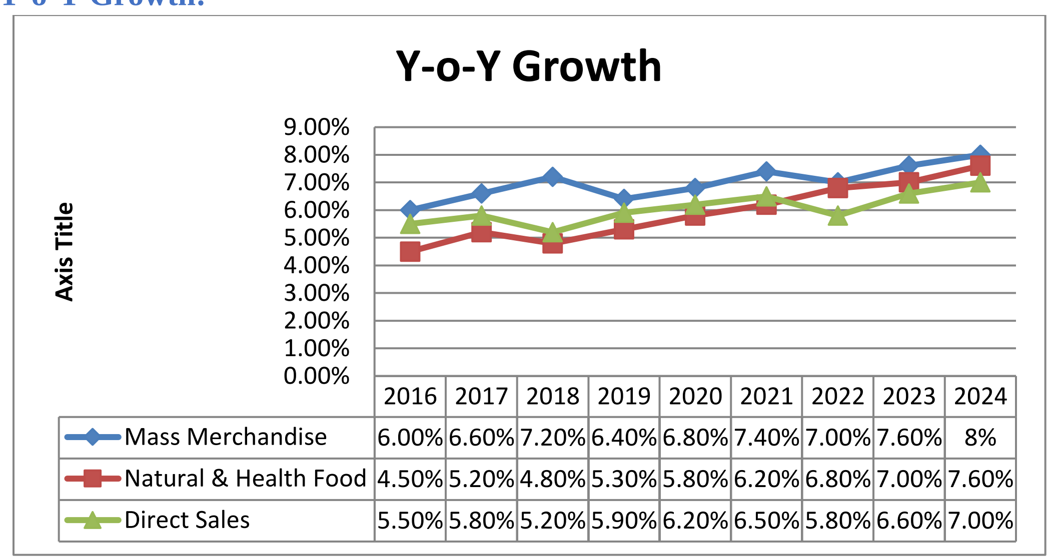


Figure 15: Y-o-Y Growth by Sales Channel

- Direct sales channel is anticipated to witness a Y-o-Y growth rate ranging from 5.50% to 7.0% during the forecast period to be valued at US$ 18,450.69 Mn by 2024 whereas mass merchandise is estimated to witness a Y-o-Y growth rate ranging from 6.0% to 8.0% during the forecast period.
- Mass merchandise is the most noteworthy sales channel as it captures larger target audience through supermarkets, hypermarkets across the globe. Hence, holds the largest share in the sales of natural health supplements market.

8.5.3. Base Point Share:

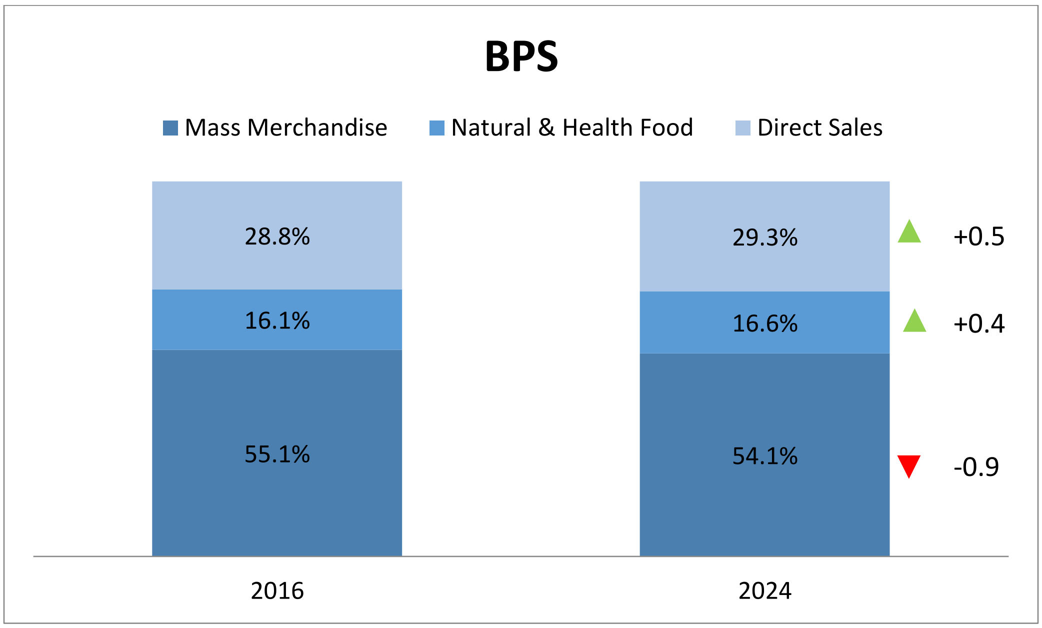


Figure 16: BPS by Sales Channel

- The mass merchandise segment is expected to lose -0.9 BPS during the forecast period whereas natural & health food is expected to gain +0.4 BPS during the forecast period.
- Natural & Health food which include specialty stores is expected to gain sizable growth during the forecast period, as it gives consumers one stop solution for their entire requirement that offers comprehensive range of products either from one or more brands.

8.6. By Region:

This report focuses upon five prominent regions across the globe to track the market scenario of natural health supplements.

On the basis of region, global natural health supplements market is segmented into:

- North America
- Latin America
- Europe
- APAC
- MEA

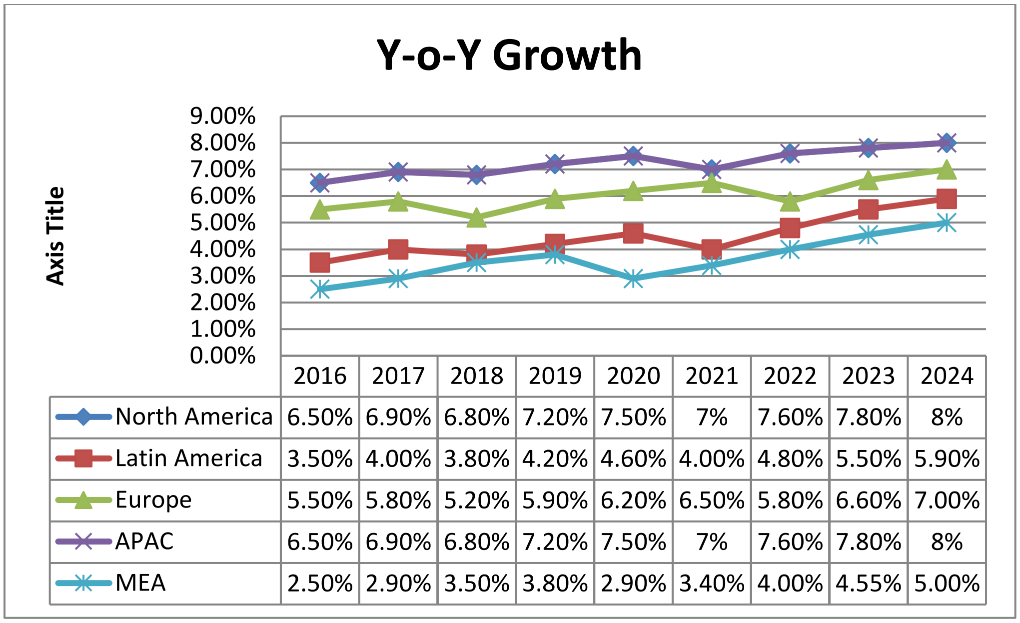
8.6.1. Market Value:

Table 6: Market Value by Region

Market Value (US$ Mn) By Region during 2016-2024										
By Region	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**	**2022**	**2023**	**2024**	**CAGR**
North America	11524	12319.16	13156.86	14104.15	15161.96	16223.3	17456.27	18817.86	21330.12	8.0%
Latin America	1788.8	1860.352	1931.045	2012.149	2104.708	2188.896	2293.964	2420.131	3050.587	5.9%
Europe	6329.6	6696.717	7044.946	7460.598	7923.155	8438.16	8927.573	9516.793	11543.2	7.0%
APAC	13622	14561.92	15552.13	16671.88	17922.27	19176.83	20634.27	22243.74	26162.47	8.0%
MEA	1135.2	1168.121	1209.005	1254.947	1291.341	1335.246	1388.656	1451.84	1702.936	5.0%

- APAC is considered to be dominating segment which is estimated to be valued at US$ 26,162.47 Mn by 2024 with an anticipated CAGR of 8.0% representing the highest CAGR in the segment during the forecast period.
- North America is the next prominent region which is estimated to be valued at US$ 21,330.12 Mn by 2024 registering a CAGR of 8.0% during the forecast period
- North America represents as ripened market for the growth of natural health supplements. Factors such as excessive healthcare expenditure, rising geriatric population, increasing incidence of lifestyle diseases contributes to the exponential growth of the natural health supplements market in North America.

8.6.2. Y-o-Y Growth



	2016	2017	2018	2019	2020	2021	2022	2023	2024
North America	6.50%	6.90%	6.80%	7.20%	7.50%	7%	7.60%	7.80%	8%
Latin America	3.50%	4.00%	3.80%	4.20%	4.60%	4.00%	4.80%	5.50%	5.90%
Europe	5.50%	5.80%	5.20%	5.90%	6.20%	6.50%	5.80%	6.60%	7.00%
APAC	6.50%	6.90%	6.80%	7.20%	7.50%	7%	7.60%	7.80%	8%
MEA	2.50%	2.90%	3.50%	3.80%	2.90%	3.40%	4.00%	4.55%	5.00%

Figure 17: Y-o-Y Growth by Region

- North America is anticipated to witness a Y-o-Y growth rate ranging from 6.50% to 8.0% during the forecast period to be valued at US$ 21,330.12 Mn by 2024 whereas Europe is estimated to witness a Y-o-Y growth rate ranging from 5.50% to 8.0% during the forecast period.
- APAC region represents various green pastures area for the growth of natural health supplements market. People have an adaption towards traditional and herbal medicines coupled with easy trade flow that catapults investment opportunity for manufactures to broaden their business portfolio.

8.6.3. Base Point Share:

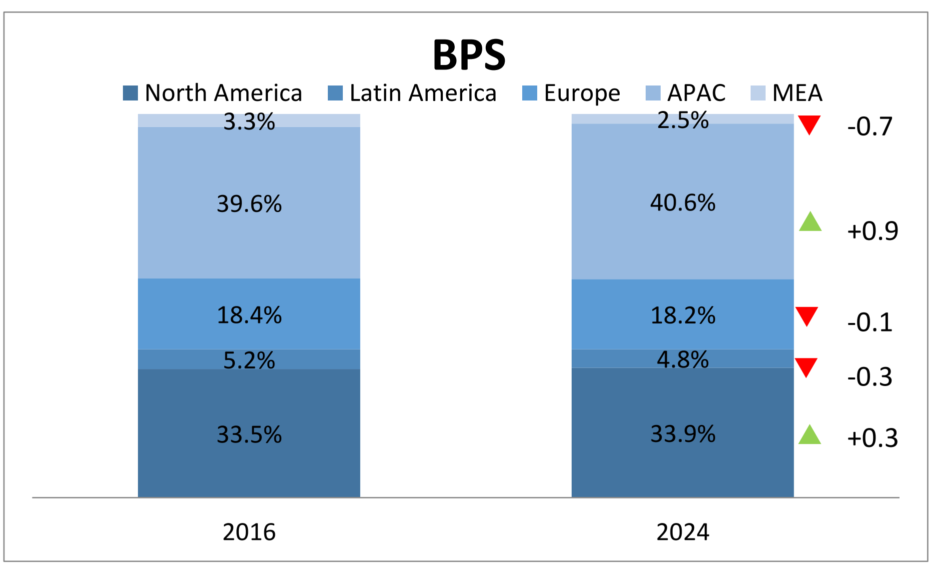
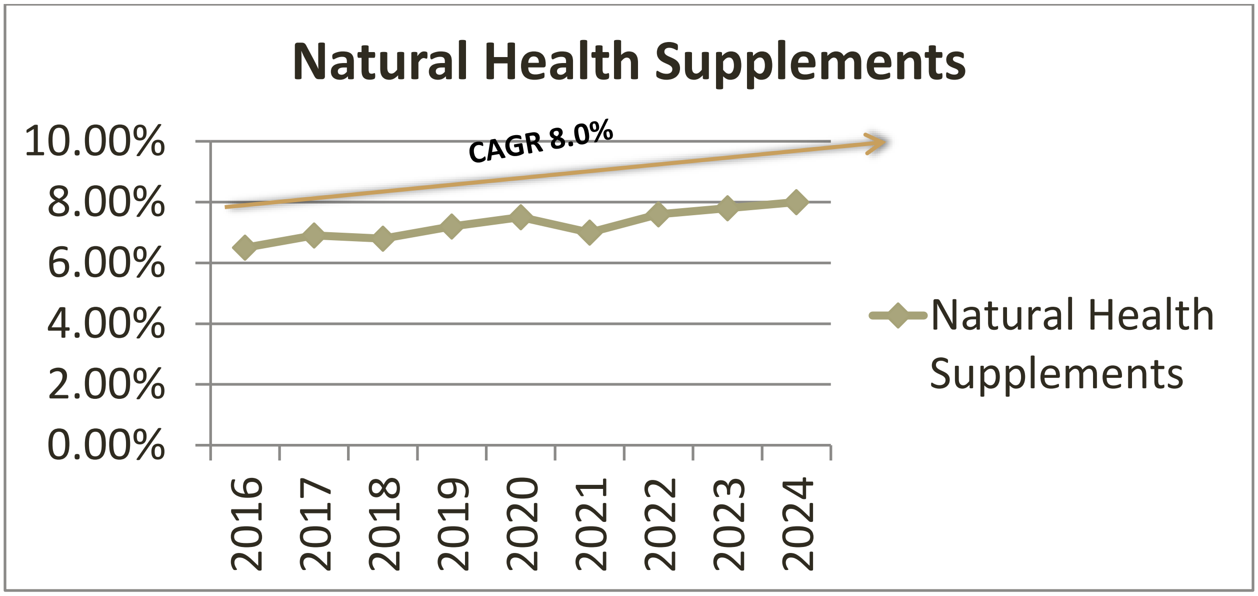


Figure 18: BPS by Region

- The Europe is expected to lose -0.1 BPS during the forecast period whereas APAC is expected to gain +0.9 BPS during the forecast period.
- Stringent governmental regulations prevail in Europe which may affect the growth prospects of natural health supplements market, as still extensive research and documentation is required to validate the health benefits offered by natural health supplements.

8.7. Global Market:



The natural health supplements market is estimated to be valued at US $ 34,400 Mn in 2016 and is anticipated to witness a CAGR of 8.0% during the forecast period to be valued at US$ 62,946.6 Mn in 2024. Thereby, witnessing a substantial growth during the forecast period.

9. Key Takeaways

Market Approach:

Prominent three factors were captured to project the trend of the market across the regions that deliver the key area of interest for the market players to capitalize upon the potential of the market.

1. **Key Strategies**: Health supplements market is considered to be highly fragmented with diverse product offering by various players. Thus to catapult upon the opportunities,

manufacturers are focusing upon mergers and acquisitions across the industry, that further helps them to expand their product portfolio.

2. **Extensive research and development:** As the health benefits offered by the natural health supplements is considered to be a debatable topic, thus, to validate upon their findings extensive research is being carried out by the product manufacturers. This further harness the opportunity for new product launch and innovations with combination of various health supplements.
3. **Target Area:** With advent of continuous innovations, certain key areas have been identified that reflects potential for future growth. Natural health supplements derived from marine source such as omega 3 is gaining traction among the consumers. Similarly, weight management and sports nutrition are the most preferred supplements among the consumers. Furthermore, there has been a continuous effort being made to improve and innovate the drug delivery format due to which soft gel is expected to record substantial growth due to its longer shelf life and easy solubility.

Hence, the study reflects that owing to the preventive healthcare awareness, inclining trend towards natural products, continuous research and development and rippled effect of the market on other sectors plays a significant role in the exponential growth of natural health supplements market which is anticipated to witness a CAGR of 8.0% during the forecast period.

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