



Euromonitor
International

The World Market for Consumer Health

October 2025

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Consumer health is subject to competition and inspiration from adjacent categories

STATE OF THE INDUSTRY

Consumer health demand shows moderate growth, with improving prospects over time

Protein and drink formats stand out as drivers across many demand patterns

Demand patterns show in-home living has reduced spend priority, exempting essentials

North American saturation has been a consistent drag on growth rates in world demand

Sports nutrition dominates growth, but note the realignment of both China and India

Prevention is more elastic vs treatment, but health spend is typically the last to be cut

The need for remedies is suppressed, with reduced infections and weak allergy seasons

Vitamins and dietary supplements are buoyed by protein, beauty and longevity

Protein is visibly driving demand, in sports nutrition, but also inside dietary supplements

Weight management and wellness (WMW) declines slightly in both short and long term

COMPANIES AND PRODUCTS

Stagnation and a fragmentation of company power at the top of the industry continues

Leading companies refocus and restructure to pursue growth and protect today's value

By-health Co Ltd at USD2,477 million has fallen from 10th to 15th since 2020

MaryRuth as a leader in growth is worth studying for how solidly it lands ethical identity

Consumer health is a high SKU launch industry historically, but the pace has fallen off

Dietary supplement positioning shows chronic giving way to lifestyle-driven consumption

CHANNELS

E-commerce continues to outperform, now accounting for over a quarter of all sales

E-commerce gains are not uniform, specific categories and countries are driving this

FUTURE OUTLOOK

Where will future growth come from (the longer-term view)?

Absolute growth is helpful, but per capita change gives another lens for opportunity

The US market shows turmoil in 2025-2026, with tariffs driving strategic levels of change

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CONCLUSION

Our expert's view of Consumer Health to 2030

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Reading these bubble charts: Historic data

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