

## **TRENDS IN THE DIETARY SUPPLEMENTS GLOBAL MARKET**

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A consumer interest in a healthy diet is constantly increasing all over the world that has led to higher consumption of food ingredients with potential health benefits. According to a market research conducted by the Council for Responsible Nutrition in 2014, the majority of adults in the United States of America took dietary. Furthermore, around 68% of adults use dietary supplements and around 50% of them are regular users. Around 83% of adults expressed overall confidence in the quality, effectiveness, and safety of dietary supplements. Increasing healthcare cost, rising aging population and increasing lifestyle diseases are key factors influencing the growth of the dietary supplements global market. These supplements provide various health benefits at lower costs such as protection from flu and cold, strengthening the immune system, treating of arthritis and rheumatic diseases, treating allergies, prevention of migraine headaches, lower blood pressure, cholesterol and triglyceride levels, prevention cardiovascular diseases, and cognitive diseases.

Dietary supplements products are traditionally segmented into five groups: mineral supplements, botanical supplements, vitamin supplements, fatty acids supplements and others supplements. Leading companies in the global dietary supplements market are Herbalife Ltd., Omega Protein Corporation, Bayer AG, Koninklijke DSM N.V., NBTY, Inc., Amway, Naturalife Asia Co., Ltd., Integrated BioPharma, Inc., Nu Skin Enterprises, Inc., BASF SE, Surya Herbal Ltd., Bio-Botanica Inc., and The Himalaya Drug Company. On the basis of distribution channel the market is segmented as follows: health food stores, supermarkets, fitness clubs, pharmacies & drug stores, and online. The online segment is expected to expand at the highest compound annual growth rate of 10.1% during 5-10 years.