

# 2021 Vitamins & Supplements Forecast

**Wellness  
optimization and  
supplementation  
behavior**

Check out Healthline Media's top predictions about how vitamins and supplements will be adopted, ingested, valued, and more in 2021. Learn how we'll address these shifts and how your brand can empower healthier, happier whole-person wellness.

**THE  
TREND  
LINEUP**  
FROM HEALTHLINE MEDIA



# Stress SOS

Stress supplementation will become fully mainstream this year, with more people turning to common, calming ingredients like melatonin and magnesium, or finally dabbling into the CBD craze.

Newest on the horizon will be plant-based adaptogens, namely Ashwagandha.

This Ayurvedic herb is catching speed on Instagram feeds everywhere as the go-to addition to tonics, tinctures, moon milks, and more.



*In uncertain times, our coping mechanisms are stretched and we need to actively and intentionally care for ourselves.*

Healthline Media  
Medical Advisor, RN, PhD



## 57%

worldwide search growth for **supplements to reduce cortisol**

### Key Takeaway

Prove to your target audience that you support their mental well-being. Help them create moments throughout their day that put their emotional health first.

# Beneficial Beauty

Expect the grocery aisle and the supplement aisle to collide this year, all in the name of beauty.

Skin-solution-seekers will super-charge their meals by sprinkling in supplements known to work their magic from the inside out. Whether it be a scoop of collagen in a smoothie, or a pinch of turmeric on a salad, focusing on outward results from within will become a growing priority.

**33%**

worldwide search growth for collagen

Source: Google Keyword Planner, March-December 2020.



*People have started to realize that, although topical treatments can help improve the appearance of the skin... consuming a nutrient-dense diet and following a healthy lifestyle are key to maintaining skin health long-term.*

**Healthline Media Nutrition Expert**

## Key Takeaway

Prove to your target audience that you support their various and evolving health goals, and can help them feel confident about their well-being both internally and externally.



# Pet Smarts

With people becoming experts on the vitamins their own bodies need, they're increasingly ensuring their pets get the same supplement support. Among the most popular and growing categories for dogs and cats include anxiety relief, skin nourishment, and gut health.

Not that different from their owners' needs, huh?

# 61%

worldwide search growth  
for **puppy vitamins**



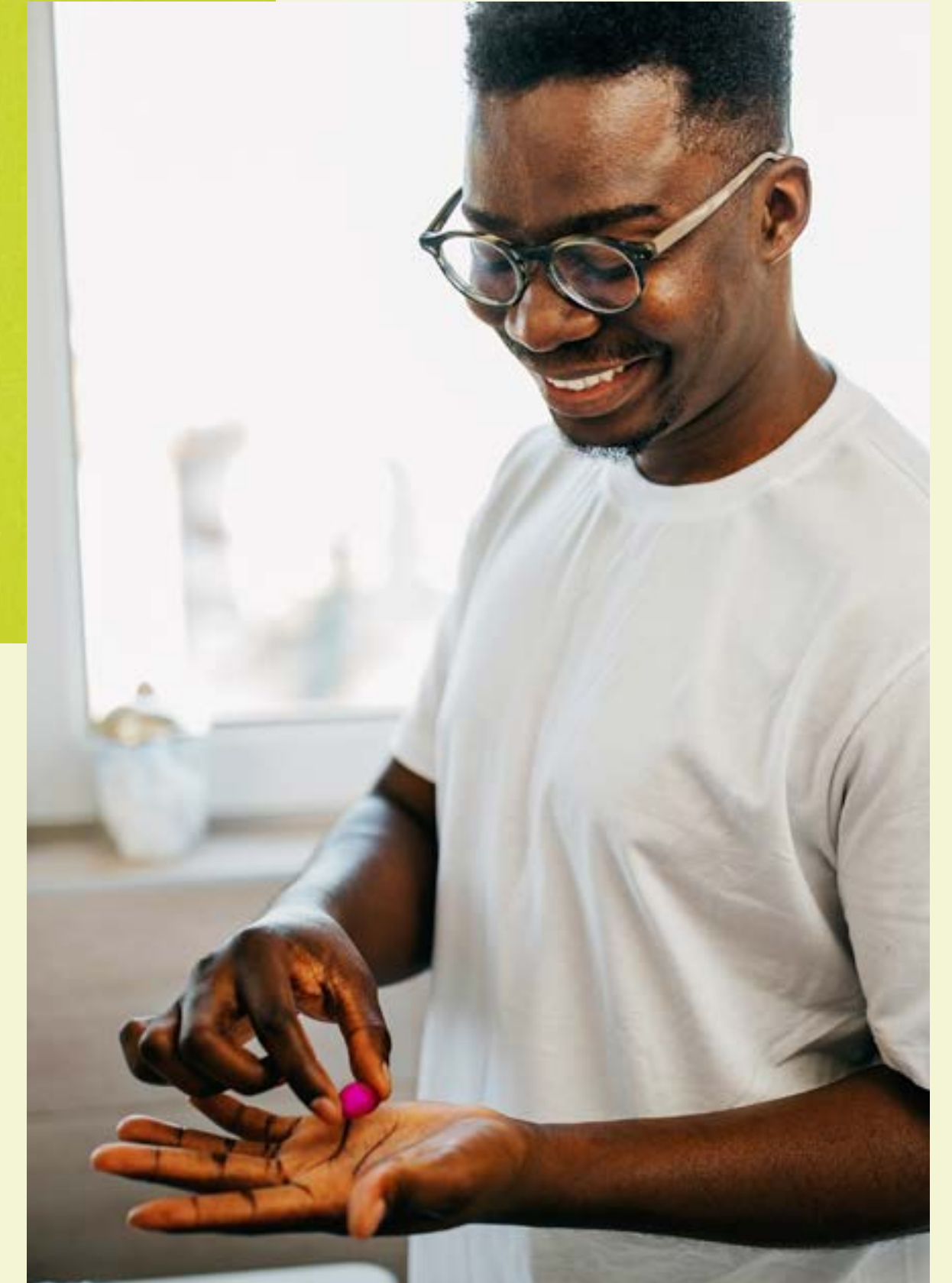
Hey pals, my mama is wondering if any of you take daily doggie vitamins and if so, which brand? If you can suggest some for us, we could really use your ideas. Thank you. Stay healthy.

[#DogVitamins](#)

## Key Takeaway

Speak to the *family affair* that has become supplemental health. Celebrate moments that call for shared wellness between the buyer and their furry friend.

# Gimmie Gummies



**Gummy vitamins are on their way to eclipsing traditional pill formats.**

Thanks to these more enjoyable routine additions, expect supplement-seekers' purchase criterias to shift: weighing the functionality of their vitamins equal to the way they complement their lifestyles. From sleeker, more modern packaging to the candy-like taste, gummy vitamins will be the go-to for all types of goals, namely beauty enhancers, energy boosts, and stress relief.

Projected to be a

**\$10.6 billion**

global market by 2025, almost double its **2020 estimated value of \$5.9 billion**

**57%**

worldwide search growth for gummy vitamins year-over-year

## Key Takeaway

Wellness is now a lifestyle. Appeal to your target audience by fitting seamlessly into their day-to-day lives, not just their moments of health and well-being.

# D Plus

Immune-focused supplements have gotten their well-deserved time in the spotlight, but vitamin D continues to lead the charge. People are placing a stronger emphasis on including this vitamin into their daily routines, whether that be via supplementation, time in the sun, or a mix of both.

With sunlight limitations across territories and seasons, expect this letter-vitamin to be the next mainstay in medicine cabinets for years to come.



Projected to be a

**\$1.6 billion**

global market by 2025,  
recording a 7.2% CAGR

## Key Takeaway

Satiate peoples' desire to choose their own wellness adventures by empowering them to achieve health through various ways: from supplementation to daily lifestyle changes, health hacks, and more.

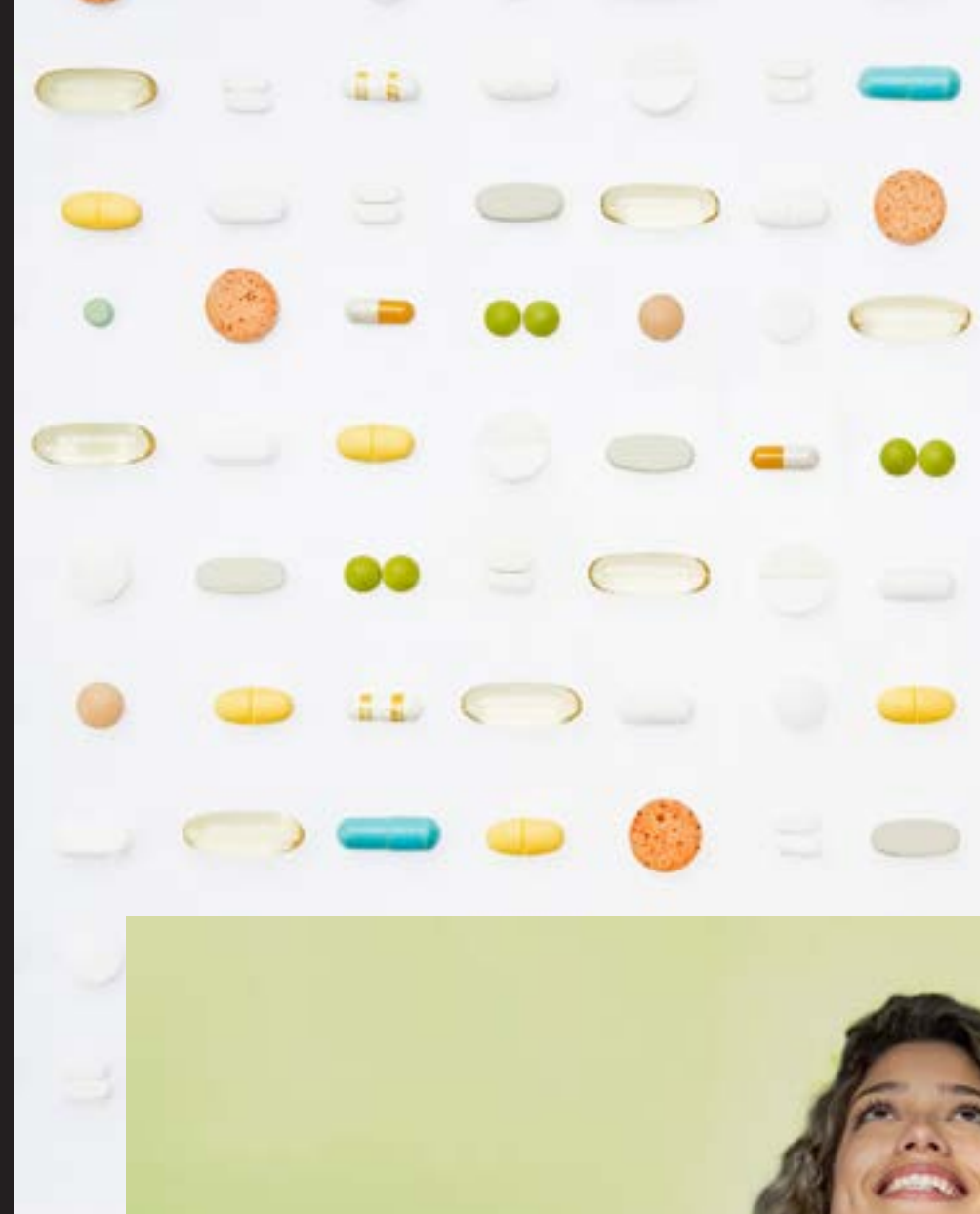
# Trust is Tops

Peoples' knowledge around their own unique health needs, as well as their lack of trust in the vitamin industry, has never been higher.

Expect this combination to result in the creation of, and reliance on, self-regulated 'purchasing scorecards' when it comes to ingestibles. It's their newfound criteria and personalized standards that will be calling the (purchasing) shots.

**59%**  
say they are happy to pay more for a brand they trust

Source: Edelman Trust Barometer, global respondents, 2019.



*Consumers are proactively seeking out trusted products backed by credible science that meet stringent quality criteria for purity and potency.*

**Dr. Susan Hazels Mitmesser**  
VP, Science & Technology for Nature Made

## Key Takeaway

Inspire everyday confidence by prioritizing transparency and expert-backed evidence in your product messaging.

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