2025 COMMENTARY ON

GERMANY'S NUTRITION AND SUPPLEMENTS MARKET

ROBUST GROWTH DRIVEN BY RISING DAILY SUPPLEMENT USE, AGING POPULATION, AND DEMAND FOR NATURAL SOLUTIONS

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SECTOR SNAPSHOT
German nutrition and supplements market growth drivers and key trends

The European nutrition and supplements market is experiencing robust growth, with a projected value of USD 92.54 billion in 2025 and a CAGR of 6.1% from 2025 to 2030. This growth is not uniform across all segments. Key trends in the market include a shift towards personalized nutrition, a focus on women's health with targeted supplements, growing interest in cognitive health supplements, and a continued focus on gut health and longevity/anti-aging products. While plant-based diets are gaining popularity, there remains a significant market for dairy-based protein sources like whey, particularly among those who still consume some animal products. In the sports nutrition sector, the powder format continues to dominate, and the United Kingdom is a leading market for new product launches. Germany shows strong demand for natural and organic supplements, and France sees increasing demand for natural and locally sourced options. The whey protein ingredients market is projected to reach USD 604.9 million by 2033, with a CAGR of 5.10% from 2025 to 2033, driven by growing consumer knowledge of protein's health benefits and the popularity of convenient protein products.

Germany’s supplements market - robust growth from health and aging trends

The German nutrition and supplements market is experiencing significant growth. Projections indicate continued growth, with Mintel expecting the market to reach EUR 2.05 billion by 2028. A large portion of the population, 65% of Germans, used dietary supplements furthermore, the trend of daily supplement intake is increasing, with 33% reporting daily use in the past year.

The functional foods and beverages segment held the largest revenue share in the last years. However, the sports nutrition segment is expected to grow at the fastest CAGR, fueled by increasing health and fitness prioritization among teenagers and the introduction of new products. The geriatric segment is also expected to grow significantly due to the aging population and increasing demand for supplements addressing age-related health issues.

In terms of market size for specific segments, the vitamins & minerals market in Germany generated USD 0.42 billion in sales in 2024, with an annual growth rate of 4.76%. Germany is considered a leading market for vitamins and minerals within the over-the-counter (OTC) pharmaceutical segment, driven by a growing trend toward natural and plant-based products.

Drivers for growth

- **Increased health and wellness awareness:** European consumers are increasingly focused on maintaining and improving their health and well-being through diet and supplementation. This is driving demand across various supplement categories.
- **Rising participation in sports and physical activities:** More people are incorporating exercise and sports into their routines, leading to a greater demand for sports nutrition products to support performance, endurance, and recovery.
- **Aging population:** The growing number of older adults in Europe is increasing the demand for supplements that address age-related health concerns such as bone health, joint pain, cognitive function, and immunity.

Challenges to navigate

- **Slow and complex regulatory:** The European Union's regulatory environment, particularly concerning nutrition and health claims and novel foods, is perceived as slow and creating barriers to market entry and innovation compared to other regions like the United States.
- **Lack of harmonization in maximum permitted levels (MPLs):** The differing regulations on MPLs for vitamins and minerals across European countries create complexities and costs, hindering scalability and competitiveness.
- **Competition from plant-based alternatives:** The increasing popularity of plant-based diets presents a significant challenge to the market for animal-based protein sources, as consumers seek alternatives based on dietary, ethical, and environmental considerations.

Sources: Statista Market Insights; Innova Market Insights; Bundeszentrums für Ernährung (BZfE); Arbeitskreises Nahrungsergänzungsmittel; European Specialist Sports Nutrition Alliance (ESSNA); Cognitive Market Research

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