

A background image showing six clear plastic containers filled with various dietary supplements. The containers are arranged in two rows of three. The top row contains brown capsules, blue tablets, and white tablets. The bottom row contains white tablets, yellow capsules, and brown capsules. The white tablets are clustered on the left, while the other items are in separate compartments.

# Condition Specific REPORT 2023



New Hope  
NETWORK™

## Contents

### Executive overview

<b>Top thoughts .....</b>	<b>1</b>
<b>Changing conditions.....</b>	<b>1</b>
<i>Market share of top conditions, 2022 .....</i>	<i>2</i>
<i>Supplement sales by condition, 2018-2022.....</i>	<i>3</i>
<i>Supplement sales by condition, 2023e-2026e .....</i>	<i>4</i>
<i>Supplement growth by condition, 2018-2022.....</i>	<i>5</i>
<i>Supplement growth by condition, 2023e-2026e .....</i>	<i>6</i>
<i>Supplement market share by condition, 2018-2022.....</i>	<i>7</i>
<i>Supplement market share by condition, 2023e-2026e .....</i>	<i>8</i>
<b>Read more.....</b>	<b>9</b>

### Beauty from within

<b>Top thoughts .....</b>	<b>10</b>
<b>The optional element.....</b>	<b>10</b>
<i>Beauty from within vs. total supplement sales and growth, 2018-2026e .....</i>	<i>11</i>
<i>Beauty from within supplement sales and growth, 2018-2026e.....</i>	<i>12</i>
<i>Top 6 beauty from within supplement ingredients by market share, 2022 .....</i>	<i>13</i>
<i>Beauty from within supplement sales by ingredient, 2018-2026e .....</i>	<i>13</i>
<i>Beauty from within supplement growth by ingredient, 2018-2026e .....</i>	<i>14</i>
<i>Beauty from within supplement sales, growth and market share by channel, 2020-2022 .....</i>	<i>14</i>

<b>Market manifestations.....</b>	<b>15</b>
-----------------------------------	-----------

Great Lakes Wellness Quick Dissolve Daily Beauty Collagen Peptides

NeoCell Hair, Skin & Nails Beauty Builder Gummies

OxyCeutics Gut to Glow

<b>Read more .....</b>	<b>15</b>
------------------------	-----------

### Bone health

<b>Top thoughts .....</b>	<b>16</b>
<b>Magnesium magnified .....</b>	<b>16</b>
<i>Bone health vs. total supplement sales and growth, 2018-2026e .....</i>	<i>17</i>
<i>Bone health supplement sales and growth, 2018-2026e.....</i>	<i>18</i>
<i>Top 6 bone health supplement ingredients by market share, 2022 .....</i>	<i>19</i>
<i>Bone health supplement sales by ingredient, 2018-2026e.....</i>	<i>19</i>
<i>Bone health supplement growth by ingredient, 2018-2026e.....</i>	<i>20</i>
<i>Bone health supplement sales, growth and market share by channel, 2020-2022 .....</i>	<i>20</i>

<b>Market manifestations.....</b>	<b>21</b>
Life Extension Bone Strength Collagen Formula	
Vital Proteins Bioactive Collagen Complex Bone and Joint Support	
Twinlab D3 1000 + K2 Dots	
<b>Brain health</b>	
<b>Top thoughts .....</b>	<b>22</b>
<b>Brain health in the brain fog era .....</b>	<b>22</b>
<i>Brain health vs. total supplement sales and growth, 2018-2026e.....</i>	<i>23</i>
<i>Brain health supplement sales and growth, 2018-2026e.....</i>	<i>24</i>
<i>Top 6 brain health supplement ingredients by market share, 2022.....</i>	<i>25</i>
<i>Brain health supplement sales by ingredient, 2018-2026e.....</i>	<i>25</i>
<i>Brain health supplement growth by ingredient, 2017-2025e.....</i>	<i>26</i>
<i>Brain health supplement sales, growth and market share by channel, 2020-2022.....</i>	<i>26</i>
<b>Market manifestations.....</b>	<b>27</b>
Banyan Botanicals Focus Liquid Extract	
NOW Foods Triple Strength Astaxanthin	
Organifi Focus	
<b>Read more.....</b>	<b>27</b>
<b>Cold, flu and immunity</b>	
<b>Top thoughts .....</b>	<b>28</b>
<b>Motivation and momentum.....</b>	<b>28</b>
<i>Cold, flu, and immunity vs. total supplement sales and growth, 2018-2026e.....</i>	<i>29</i>
<i>Cold, flu, and immunity supplement sales and growth, 2018-2026e.....</i>	<i>30</i>
<i>Top 6 cold, flu, and immunity supplement ingredients by market share, 2022 .....</i>	<i>31</i>
<i>Cold, flu, and immunity supplement sales by ingredient, 2018-2026e.....</i>	<i>31</i>
<i>Cold, flu, and immunity supplement growth by ingredient, 2018-2026e.....</i>	<i>32</i>
<i>Cold, flu, and immunity supplement sales, growth and market share by channel, 2020-2022.....</i>	<i>32</i>
<b>Market manifestations.....</b>	<b>33</b>
Aurora Nutrascience Liposomal Vitamin C	
Emergen-C Orange Support Immunity C	
LifeSeasons Clinical Immunity Quick-Start	

## Gastrointestinal health

<b>Top thoughts .....</b>	<b>34</b>
<b>From the gut.....</b>	<b>34</b>
<i>Gastrointestinal health vs. total supplement sales and growth, 2018-2026e.....</i>	<i>35</i>
<i>Gastrointestinal health supplement sales and growth, 2018-2026e.....</i>	<i>36</i>
<i>Top 6 gastrointestinal health supplement ingredients by market share, 2022.....</i>	<i>37</i>
<i>Gastrointestinal health supplement sales by ingredient, 2018-2026e .....</i>	<i>37</i>
<i>Gastrointestinal health supplement growth by ingredient, 2018-2026e .....</i>	<i>38</i>
<i>Gastrointestinal health supplement sales, growth and market share by channel, 2020-2022 .....</i>	<i>38</i>

<b>Market manifestations.....</b>	<b>39</b>
-----------------------------------	-----------

Pendulum Butyricum  
 Goli Nutrition Pre + Post + Probiotics Gummies  
 NBPure Mag07

## Women's general health

<b>Top thoughts .....</b>	<b>40</b>
<b>For women, by women.....</b>	<b>40</b>
<i>Women's health vs. total supplement sales and growth, 2018-2026e.....</i>	<i>41</i>
<i>Women's health supplement sales and growth, 2018-2026e.....</i>	<i>42</i>
<i>Top 6 women's health supplement ingredients by market share, 2022 .....</i>	<i>43</i>
<i>Women's health supplement sales by ingredient, 2018-2026e .....</i>	<i>43</i>
<i>Women's health supplement growth by ingredient, 2018-2026e .....</i>	<i>44</i>
<i>Women's health supplement sales, growth and market share by channel, 2020-2022 .....</i>	<i>44</i>

<b>Market manifestations.....</b>	<b>45</b>
-----------------------------------	-----------

MaryRuth's Women's 40+ Multi Liposomal  
 Renew Life Women's Care Gummy  
 1MD Nutrition BiomeMD for Women

## Men's general health

<b>Top thoughts .....</b>	<b>46</b>
<b>Gender imbalance.....</b>	<b>46</b>
<i>Men's health vs. total supplement sales and growth, 2018-2026e.....</i>	<i>47</i>
<i>Men's health supplement sales and growth, 2018-2026e .....</i>	<i>48</i>
<i>Top 6 men's health supplement ingredients by market share, 2022 .....</i>	<i>49</i>
<i>Men's health supplement sales by ingredient, 2018-2026e .....</i>	<i>49</i>
<i>Men's health supplement growth by ingredient, 2018-2026e .....</i>	<i>50</i>
<i>Men's health supplement sales, growth and market share by channel, 2020-2022 .....</i>	<i>50</i>

<b>Market manifestations.....</b>	<b>51</b>
Iwi Men's Complete Multi	
Friska Men's Daily	
Centrum MultiGummies Men	
<b>Children's general health</b>	
<b>Top thoughts .....</b>	<b>52</b>
<b>Gummed up.....</b>	<b>52</b>
<i>Children's health vs. total supplement sales and growth, 2018-2026e.....</i>	<i>53</i>
<i>Children's health supplement sales and growth, 2018-2026e.....</i>	<i>54</i>
<i>Top 6 children's health supplement ingredients by market share, 2022 .....</i>	<i>55</i>
<i>Children's health supplement sales by ingredient, 2018-2026e.....</i>	<i>55</i>
<i>Children's health supplement growth by ingredient, 2018-2026e.....</i>	<i>56</i>
<i>Children's health supplement sales, growth and market share by channel, 2020-2022.....</i>	<i>56</i>
<b>Market manifestations.....</b>	<b>57</b>
Hiyahealth Kids Daily Essential	
Smartypants Teen Guy Formula	
Nordic Naturals Children's DHA	
<b>Healthy aging</b>	
<b>Top thoughts .....</b>	<b>58</b>
<b>Making the best of it.....</b>	<b>58</b>
<i>Healthy aging vs. total supplement sales and growth, 2018-2026e.....</i>	<i>59</i>
<i>Healthy aging supplement sales and growth, 2018-2026e .....</i>	<i>60</i>
<i>Top 6 healthy aging supplement ingredients by market share, 2022.....</i>	<i>61</i>
<i>Healthy aging supplement sales by ingredient, 2018-2026e.....</i>	<i>61</i>
<i>Healthy aging supplement growth by ingredient, 2018-2026e.....</i>	<i>62</i>
<i>Healthy aging supplement sales, growth and market share by channel, 2020-2022.....</i>	<i>62</i>
<b>Market manifestations.....</b>	<b>63</b>
Natural Factors PQQ-10	
Quicksilver Bio-Age Reversal	
Pure Encapsulations ResCu-SR	

## Healthy sleep

<b>Top thoughts .....</b>	<b>64</b>
<b>Slumberland story .....</b>	<b>64</b>
<i>Healthy sleep vs. total supplement sales and growth, 2018-2026e.....</i>	<i>65</i>
<i>Healthy sleep supplement sales and growth, 2018-2026e .....</i>	<i>66</i>
<i>Top 6 healthy sleep supplement ingredients by market share, 2022.....</i>	<i>67</i>
<i>Healthy sleep supplement sales by ingredient, 2018-2026e.....</i>	<i>67</i>
<i>Healthy sleep supplement growth by ingredient, 2018-2026e.....</i>	<i>68</i>
<i>Healthy sleep supplement sales, growth and market share by channel, 2020-2022.....</i>	<i>68</i>

<b>Market manifestations.....</b>	<b>69</b>
-----------------------------------	-----------

- Neuriva Relax+Sleep
- Nue Co Sleep+
- Sandland Sleep Set

## Heart health

<b>Top thoughts .....</b>	<b>70</b>
<b>The beat goes on .....</b>	<b>70</b>
<i>Heart health vs. total supplement sales and growth, 2018-2026e .....</i>	<i>71</i>
<i>Heart health supplement sales and growth, 2018-2026e.....</i>	<i>72</i>
<i>Top 6 heart health supplement ingredients by market share, 2022 .....</i>	<i>73</i>
<i>Heart health supplement sales by ingredient, 2018-2026e .....</i>	<i>73</i>
<i>Heart health supplement growth by ingredient, 2018-2026e .....</i>	<i>74</i>
<i>Heart health supplement sales, growth and market share by channel, 2020-2022 .....</i>	<i>74</i>

<b>Market manifestations.....</b>	<b>75</b>
-----------------------------------	-----------

- HumanN SuperBeets Heart Chews
- Cardio Miracle
- Thorne Heart Health Complex

## Liver health and detox

<b>Top thoughts .....</b>	<b>76</b>
<b>Detox detour .....</b>	<b>76</b>
<i>Liver health and detox vs. total supplement sales and growth, 2018-2026e.....</i>	<i>77</i>
<i>Liver health and detox supplement sales and growth, 2018-2026e.....</i>	<i>78</i>
<i>Top 6 liver health and detox supplement ingredients by market share, 2022.....</i>	<i>79</i>
<i>Liver health and detox supplement sales by ingredient, 2018-2026e .....</i>	<i>79</i>
<i>Liver health and detox supplement growth by ingredient, 2018-2026e .....</i>	<i>80</i>
<i>Liver health and detox supplement sales, growth and market share by channel, 2020-2022 .....</i>	<i>80</i>

## **Market manifestations.....81**

Gaia Herbs Liver Cleanse

Myrkl

Sol Healthy Liver

## **Joint health**

### **Top thoughts .....**82

### **Joints at a juncture.....82**

*Joint health vs. total supplement sales and growth, 2018-2026e.....83*

*Joint health supplement sales and growth, 2018-2026e .....*84

*Top 6 joint health supplement ingredients by market share, 2022.....85*

*Joint health supplement sales by ingredient, 2018-2026e .....*85

*Joint health supplement growth by ingredient, 2018-2026e.....86*

*Joint health supplement sales, growth and market share by channel, 2020-2022 .....*86

### **Market manifestations.....87**

Jarrow Formulas SAMe 400

GNC Tamaflex Fast Acting

Irwin Naturals CBD + Joint Health

## **Menopause**

### **Top thoughts .....**88

### **Changing times .....**88

*Menopause vs. total supplement sales and growth, 2018-2026e.....89*

*Menopause supplement sales and growth, 2018-2026e .....*90

*Top 6 menopause supplement ingredients by market share, 2022.....91*

*Menopause supplement sales by ingredient, 2018-2026e.....91*

*Menopause supplement growth by ingredient, 2018-2026e.....92*

*Menopause supplement sales, growth and market share by channel, 2020-2022.....92*

### **Market manifestations.....93**

Wile Perimenopause Support

Happy Healthy Hippie Go With The Flow

Equelle Menopause Symptom Relief

## Mood and mental health

<b>Top thoughts .....</b>	<b>94</b>
<b>Mood music .....</b>	<b>94</b>
<i>Mood and mental health vs. total supplement sales and growth, 2018-2026e .....</i>	<i>95</i>
<i>Mood and mental health supplement sales and growth, 2018-2026e .....</i>	<i>96</i>
<i>Top 6 mood and mental health supplement ingredients by market share, 2022 .....</i>	<i>97</i>
<i>Mood and mental health supplement sales by ingredient, 2018-2026e .....</i>	<i>97</i>
<i>Mood and mental health supplement growth by ingredient, 2018-2026e .....</i>	<i>98</i>
<i>Mood and mental health supplement sales, growth and market share by channel, 2020-2022 .....</i>	<i>98</i>
<b>Market manifestations.....</b>	<b>99</b>
Roman Stress Relief	
Arrae Calm	
First Person Golden Hour	
<b>Read more.....</b>	<b>99</b>

## Pre- and postnatal health

<b>Top thoughts .....</b>	<b>100</b>
<b>Multis matter .....</b>	<b>100</b>
<i>Pre- and postnatal vs. total supplement sales and growth, 2018-2026e .....</i>	<i>101</i>
<i>Pre- and postnatal supplement sales and growth, 2018-2026e .....</i>	<i>102</i>
<i>Top 6 pre- and postnatal supplement ingredients by market share, 2022 .....</i>	<i>103</i>
<i>Pre- and postnatal supplement sales by ingredient, 2018-2026e .....</i>	<i>103</i>
<i>Pre- and postnatal supplement growth by ingredient, 2018-2026e .....</i>	<i>104</i>
<i>Pre- and postnatal supplement sales, growth and market share by channel, 2020-2022 .....</i>	<i>104</i>
<b>Market manifestations.....</b>	<b>105</b>
HUM Womb Service	
The Honest Co. Love the Bump Prenatal Once Daily	
Nutrafol Postpartum Hair Growth Nutraceutical	

## Sexual health

<b>Top thoughts .....</b>	<b>106</b>
<b>Pleasure and purchase .....</b>	<b>106</b>
<i>Sexual health vs. total supplement sales and growth, 2018-2026e.....</i>	<i>107</i>
<i>Sexual health supplement sales and growth, 2018-2026e .....</i>	<i>108</i>
<i>Top 6 sexual health supplement ingredients by market share, 2022 .....</i>	<i>109</i>
<i>Sexual health supplement sales by ingredient, 2018-2026e.....</i>	<i>109</i>
<i>Sexual health supplement growth by ingredient, 2018-2026e.....</i>	<i>110</i>
<i>Sexual health supplement sales, growth and market share by channel, 2020-2022.....</i>	<i>110</i>

<b>Market manifestations .....</b>	<b>111</b>
Biochem TEST	
Ancient Nutrition Male Performance	
Pharmactive Liboost	
<b>Eye health</b>	
<b>Top thoughts .....</b>	<b>112</b>
<b>The eyes have it .....</b>	<b>112</b>
<i>Vision health vs. total supplement sales and growth, 2018-2026e.....</i>	<i>113</i>
<i>Vision health supplement sales and growth, 2018-2026e .....</i>	<i>114</i>
<i>Top 6 vision health supplement ingredients by market share, 2022.....</i>	<i>115</i>
<i>Vision health supplement sales by ingredient, 2018-2026e .....</i>	<i>115</i>
<i>Vision health supplement growth by ingredient, 2018-2026e .....</i>	<i>116</i>
<i>Vision health supplement sales, growth and market share by channel, 2020-2022 .....</i>	<i>116</i>
<b>Market manifestations .....</b>	<b>117</b>
Bausch + Lomb Ocuvite Adult 50+	
OmniActive Lutemax 2020	
Designs for Health OcuForce Blue	
<b>Weight management</b>	
<b>Top thoughts .....</b>	<b>118</b>
<b>Winning the weight war .....</b>	<b>118</b>
<i>Weight management vs. total supplement sales and growth, 2018-2026e.....</i>	<i>119</i>
<i>Weight management supplement sales and growth, 2018-2026e .....</i>	<i>120</i>
<i>Top 6 weight management supplement ingredients by market share, 2022 .....</i>	<i>121</i>
<i>Weight management supplement sales by ingredient, 2018-2026e .....</i>	<i>121</i>
<i>Weight management supplement growth by ingredient, 2018-2026e.....</i>	<i>122</i>
<i>Weight management supplement sales, growth and market share by channel, 2020-2022.....</i>	<i>122</i>
<b>Market manifestations .....</b>	<b>123</b>
Hydroxycut Weight Loss +Women	
Glucerna Hunger Smart Shake	
Mdrive Lean	
<b>Read more.....</b>	<b>123</b>

## Company profiles

Abbott Nutrition .....	124
Adaptive Health .....	126
Alticor (Amway) .....	128
Ancient Nutrition .....	130
Bausch + Lomb .....	132
Bayer .....	134
Better Being Co. ....	136
Church & Dwight.....	138
Clorox .....	140
DSM .....	142
Gaia Herbs.....	144
Glanbia .....	146
Gryphon Investors (Metagenics).....	148
HUM Nutrition.....	150
Iovate Health Sciences International.....	152
Johnson & Johnson (incl. Zarbee's) .....	154
Kikkoman (incl. Country Life, Allergy Research Group) .....	156
Life Extension .....	158
LifeSeasons .....	160
Nestlé Health Science .....	162
Nordic Naturals.....	165
NOW Health Group.....	167
Pharmavite.....	169
Physician's Choice.....	171
Procter & Gamble .....	172
Reckitt.....	174
Ritual .....	176
Schwabe Group.....	178
Swanson.....	180
Unilever .....	182

## Related content

### Executive overview

Home work.....	184
Innovation unleashed .....	186
A clinic on every corner.....	189
Shrooms still booming .....	194
Quantity in search of quality.....	197
Long COVID in the long term .....	201
Going viral .....	204

### Beauty from within

Microbiome market is skin deep .....	207
--------------------------------------	-----

### Brain health

K2 on the brain.....	210
----------------------	-----

### Mood and mental health

In the mood .....	212
-------------------	-----

Adolescence adjusted.....	214
---------------------------	-----

### Weight management

The return of the miracle drug.....	216
-------------------------------------	-----

Order in the disorder .....	219
-----------------------------	-----

## Acknowledgments and definitions

Acknowledgments.....	222
----------------------	-----

Research methodology .....	222
----------------------------	-----

Copyright .....	223
-----------------	-----

Definitions .....	223
-------------------	-----

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The NBJ model pulls from myriad data sources, outlined in the methodology at the end of this report. Critical to our outputs is our partnership with SPINS, which powers our retail data and understanding and whose Amazon data supports our e-commerce projections.

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