



Dietary Supplements in New Zealand

November 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

- Probiotic supplements and combination supplements lead growth in 2025
- Competitive landscape characterised by product innovation
- Rising interest in gut health prompts innovative 60-day health journey format

PROSPECTS AND OPPORTUNITIES

- Dietary supplements set for growth amid evolving consumer trends and pending regulatory reform
- New Zealand researchers propose grading system to aid use of probiotics for mental health
- Scientific substantiation and regulatory alignment to continue to drive credible innovation

CATEGORY DATA

- Table 1 - Sales of Dietary Supplements by Category: Value 2020-2025
- Table 2 - Sales of Dietary Supplements by Category: % Value Growth 2020-2025
- Table 3 - Sales of Dietary Supplements by Positioning: % Value 2020-2025
- Table 4 - NBO Company Shares of Dietary Supplements: % Value 2021-2025
- Table 5 - LBN Brand Shares of Dietary Supplements: % Value 2022-2025
- Table 6 - Forecast Sales of Dietary Supplements by Category: Value 2025-2030
- Table 7 - Forecast Sales of Dietary Supplements by Category: % Value Growth 2025-2030

Consumer Health in New Zealand - Industry Overview

EXECUTIVE SUMMARY

- Consumer Health in 2025: The big picture
- Key trends in 2025
- Competitive landscape
- Channel developments
- What next for Consumer Health?

MARKET INDICATORS

- Table 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025
- Table 9 - Life Expectancy at Birth 2020-2025

MARKET DATA

- Table 10 - Sales of Consumer Health by Category: Value 2020-2025
- Table 11 - Sales of Consumer Health by Category: % Value Growth 2020-2025
- Table 12 - NBO Company Shares of Consumer Health: % Value 2021-2025
- Table 13 - LBN Brand Shares of Consumer Health: % Value 2022-2025
- Table 14 - Penetration of Private Label in Consumer Health by Category: % Value 2020-2025
- Table 15 - Distribution of Consumer Health by Format: % Value 2020-2025
- Table 16 - Distribution of Consumer Health by Format and Category: % Value 2025
- Table 17 - Forecast Sales of Consumer Health by Category: Value 2025-2030
- Table 18 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

APPENDIX

- OTC registration and classification
- Vitamins and dietary supplements registration and classification
- Self-medication/self-care and preventive medicine
- Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/dietary-supplements-in-new-zealand/report.