2026 TRENDS

Vitamins, Minerals, and Supplements

clarkston
CONSULTING

TREND 1

Blending of Beauty, Wellness, and Nutrition

TREND 2

GLP-1 Reshaping Nutrition Demand

TREND 3

Regulatory Uncertainty Due to Policy Changes

TREND 4

OTC Products Now Marketed DTC

In 2025, the global health and wellness industry was estimated at $6.87 trillion and is expected to reach $7.19 trillion in 2026, expanding at a CAGR of 5.40%. As the category continues to expand, supplements are increasingly shaped by shifting consumer opinions around wellness and personalization.

With wellness trends on the rise, brands need to look for ways to better position these products to reach consumers. In 2026, success in Vitamins, Minerals, and Supplements (VMS) will be based on effective marketing and digital engagement techniques as consumer expectations continue to evolve.

TREND 1

Blending of Beauty, Wellness, and Nutrition

The rapid expansion of the women's health market in 2025 has accelerated the convergence of beauty, wellness, and nutrition. For younger consumers in particular, wellness is no longer viewed as a purely functional purchase. It has become part of how they define their lifestyle and personal identity. A majority of Gen Z consumers say they prioritize a healthy lifestyle over traditional markers of success, contributing to wellness evolving into a gifting category, a form of self-expression, and a premium segment rather than a basic necessity.

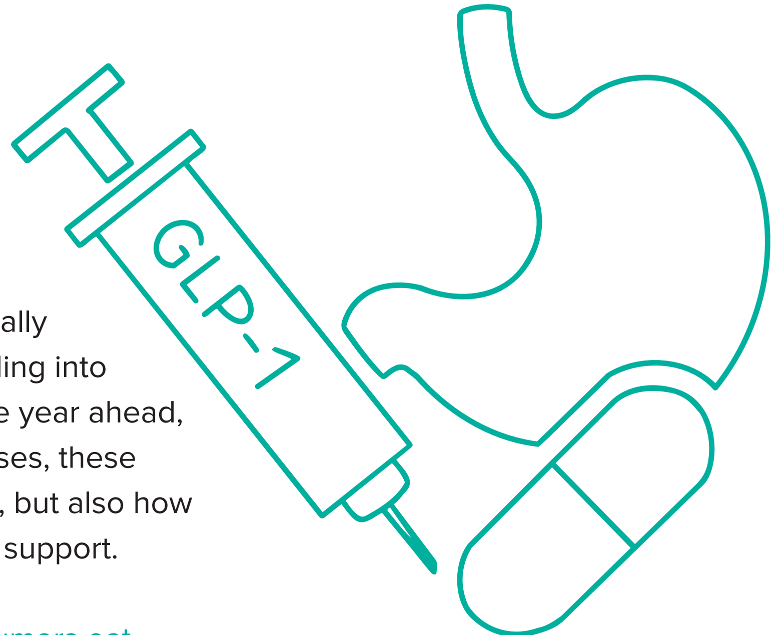
In response to this shift, supplement brands are pulling away from clinical design choices and pushing forward with lifestyle branding. Many brands have started redesigning packaging to emphasize color and the product's benefits. For example, supplement brand Nature's Way recently evolved their packaging design, creating a brighter, modern design that more prominently highlights each product's intended effect. As this shift continues into 2026, brands that rely on sterile, pharmaceutical-style designs risk losing relevance with consumers who expect wellness products to fit naturally into everyday life.

In addition to the blending of beauty, wellness, and nutrition, we've also seen a premiumization of the wellness sector. Brands like Olly offer premium skincare with "beauty from within" products, supplements that can improve healthy skin, hair, or nails. Products like these have even been placed in beauty stores, with Ulta incorporating wellness shops inside their stores to showcase these products. For brands, this highlights the importance of a deliberate retail strategy, as product placement plays a meaningful role in how shoppers discover brands and how those products are perceived within a broader routine.

Looking ahead, supplement marketing is shifting toward specific outcomes and lived experiences tied to overall quality of life. The line between beauty and wellness will continue to blur, and nutrition brands will need to adjust their marketing approaches to fully capitalize on this convergence.

TREND 2

GLP-1 Reshaping Nutrition Demand



Rising use of GLP-1 medications is beginning to materially reshape the nutrition and supplement landscape heading into 2026. Among Americans with weight loss goals for the year ahead, 27% plan to use GLP-1 medication. As adoption increases, these treatments are changing not only what consumers eat, but also how they think about supplementation and ongoing health support.

With the rise of GLP-1 usage, it's redefining what consumers eat, what supplements they buy, and how they engage with health products. Since GLP-1 medication suppresses appetite – so much so that patients may struggle to get their daily intake of the necessary vitamins and minerals through food alone – it increases the need for targeted supplements to help prevent deficiencies.

Multivitamins for a low-calorie diet, vitamin D and calcium blends for bone health, and iron and B-complex supplements for energy support are all areas that can be beneficial to GLP-1 users. The medication can also cause digestive issues, increasing the need for digestive aids, fiber blends, and prebiotics and probiotics to support digestion.

As GLP-1 adoption continues to grow, supplements are increasingly positioned as essential nutritional support rather than optional enhancements. This shift creates new opportunities for brands, so supplement companies will have to adjust formulation, education, and messaging to responsibly meet the needs of GLP-1 users moving forward.

TREND 3

Regulatory Uncertainty Due to Policy Changes

Ongoing discussions under the current U.S. administration around changes to how vitamins and supplements are regulated are creating uncertainty across the category. Because these potential policy shifts are still uncertain, brands are finding it difficult to make long-term operational and investment decisions with confidence.

If FDA oversight were to loosen, barriers to entry could drop, opening the door for an influx of lower-quality products and bad actors. In an environment without strong enforcement, these brands could undermine consumer confidence in supplements more broadly, even among shoppers who are otherwise motivated to invest in their health.

Against this backdrop, transparency is becoming a critical differentiator. Brands that clearly communicate how products are formulated, substantiate claims with credible evidence, and invest in third-party testing and verification will be better positioned to preserve trust. In 2026, credibility and accountability are likely to matter just as much as innovation when it comes to earning and keeping consumer loyalty.

TREND 4

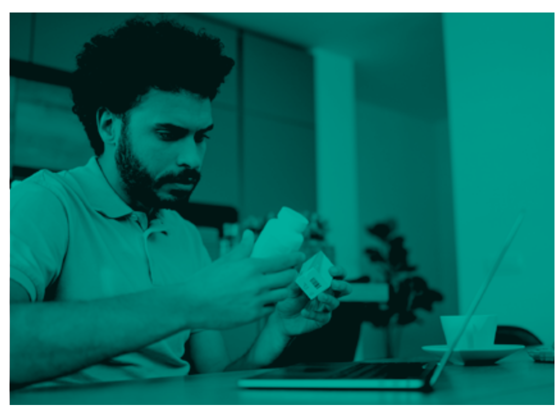
OTC Products Now Marketed DTC

In 2026, the OTC category is evolving as more brands and manufacturers continue to transition to DTC models. The United States OTC healthcare market is projected to grow from $52.19 billion in 2025, to $68 billion by 2035, at a CAGR of 2.6%. This growth can partially be attributed to the rise in digital integration and access to OTC products.

Convenience has become a major driver of this shift. As online purchasing becomes more ingrained in daily life, consumer expectations around access have extended to OTC pharmaceuticals as well. Brands such as Eli Lilly and Pfizer have introduced DTC options designed to simplify how consumers obtain products, signaling a broader change in how OTC healthcare is delivered and highlighting the growing importance of investing in digital platforms that can support both access and service.

Direct digital channels also give OTC brands more control over how they engage with consumers. Owned platforms make it possible to create ongoing relationships through tools like newsletters or subscription models, helping brands stay connected beyond a single purchase. These interactions can feel more tailored and intentional, strengthening trust in categories where education and reassurance matter.

Looking ahead, DTC pathways for OTC brands are expected to expand, bringing new business models and added complexity. As brands shift into digital DTC structures, they assume greater responsibility, particularly around pricing and compliance. While transparent pricing can benefit consumers, it also heightens ethical and regulatory expectations for brands.



By 2026, success in OTC DTC models will depend on balancing convenience and personalization with strong governance. Brands that manage this balance effectively will be best positioned to scale while maintaining trust and regulatory alignment.

Looking Ahead

Taken together, these trends showcase a fundamental shift in the way consumers are engaging with supplements and OTC products. Expectations are increasingly shaped by convenience and by how easily products fit into everyday life rather than by traditional category boundaries.

In 2026, successful brands will position supplements at the intersection of wellness and lifestyle. External factors, like the rise of GLP-1 medications and ongoing regulatory uncertainties, are shifting supplement demand toward targeted, functional solutions and bringing credibility to the forefront.

Digital transformation is also becoming a baseline requirement. As OTC products continue moving into direct-to-consumer channels and personalized nutrition becomes more dynamic, brands that invest in strong digital platforms and thoughtful partnerships will be better positioned to remain relevant and competitive.