Vitamin Industry Competitors & Ownership 2024

P&G

NEWCHAPTER

Unilever

SMARTY PANTS vitamins

Pfizer

Emergen-C

HEALTH · HYGIENE · HOME

Schiff NUTRITION INTERNATIONAL

CLOROX

Sep '23: Clorox Exploring sale of Renew Life' possibly other Vitamin/Mineral Brands

BURT'S BEES

NATURAL VITALITY

RAINBOW LIGHT

NEOCELL

Nestlé

NATURE'S BOUNTY

Garden of Life

ATRIUM INNOVATIONS

VITAL PROTEINS

SUNDOWN NATURALS

PLANT-BASED PROTEIN Orgain

Osteo Bi-Flex JOINT HEALTH

SOLGAR

Puritan's Pride

North Castle Partners

VITAL NUTRIENTS

85% stake

VitaCup

glanbia

#1 THE GLOBAL SPORTS NUTRITION BRAND FAMILY

ON · BSN · NUTRAMINO · ISOPURE · trusource · A.B.E. · thinkThin

Independents

NOW

Carlson

natural Factors

NORDIC NATURALS

Natures Plus

FLORA

irwin naturals

gaia HERBS | PROFESSIONAL SOLUTIONS

Bluebonnet

HGGC

Better Being Co

Nutraceutical

Bastion Capital / Group KPS

goli

SPC

SWANDER PACE CAPITAL

SWANSON

CAPTEK Softgel International ENCAPSULATING QUALITY

Dr. Willmar Schwabe Pharmaceuticals

From Nature. For Health.

Schwabe North America

Nature's Way

NMC

New Mountain Capital LLC

vytalogy wellness

NATROL

Jarrow FORMULAS

JAMIESON wellness inc.

Jamieson SOFTGELS D3

collagen

Otsuka Pharmaceuticals

Pharmavite

Nature Made

MegaFood Fresh From Farm To Tablet

Bonafide

uqora

Xiamen Kingdomway

Doctor's BEST Science-Based Nutrition

5% stake

iHerb

15% stake

Lion Equity Partners

Acq 2023

Country Life