

# CASE STUDY

DIETARY  
SUPPLEMENT

FOR U.S. MARKET



## ▶▶▶ MARKET GROWTH AND SIZE

**2022 Market Value:** \$43 billion (Statista.com)

**2023 Market Value:** \$53.58 billion (Grandviewresearch.com)

**Projected CAGR:** 5.7% (2024-2030)

**Forecasted 2031 Market Value:** \$70 billion+ (Statista.com)

## ▶▶▶ Key Growth Drivers

Preventive Healthcare

Aging Population

Sports Nutrition

## ▶▶▶ PRODUCT PREFERENCES

**Tablets:** 32.4% Market Share (2023) (Grandviewresearch.com)

**Liquids:** 8.6% CAGR (2024-2030) (Grandviewresearch.com)

## ▶▶▶ DISTRIBUTION CHANNELS

**Offline Sales:** 78% of sales (2023), including 29.1% from pharmacies (Grandviewresearch.com)

**Online Sales:** 6.3% CAGR (2024-2030)  
(Grandviewresearch.com)

## ▶▶▶ SUSTAINED CONSUMER INTEREST

Growing focus on self-care and nutrition

Rising demand for sports and performance supplements

## ▶▶▶ MARKET ADAPTATIONS

Innovations in product formulations

Expansion of online platforms

Increased demand for personalized supplements

## ▶▶▶ MARKET PROJECTIONS

Continued CAGR of 5.7%

Exceeding \$70 billion by 2031

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# **SALES PLAN**



- 
- **Increase revenue by 6-8% annually**
  - **Expand customer base through targeted social media marketing and partnerships**
  - **Improve sales conversion rates by 12% over three years**
  - **Enhance brand visibility through strategic influencer collaborations and ad campaigns.**



## »» DEMOGRAPHICS:

Age 25-60, health-conscious consumers & fitness enthusiasts

## »» KEY SEGMENTS:

Millennials, professionals, and wellness-focused families

## »» GEOGRAPHIC FOCUS:

Nationwide expansion with a focus on urban and suburban areas

## »»» DIRECT SALES APPROACH

Equip sales team with updated CRM tools & sales training

## »»» RETAIL PARTNERSHIPS

Collaborate with health stores, gyms, and pharmacies

## »»» E-COMMERCE FOCUS

Boost sales through Amazon, Shopify, and company website

## »»» SUBSCRIPTION MODEL

Launch monthly supplement packages & wellness plans

## »»» SOCIAL MEDIA & DIGITAL ADS

Drive engagement through Facebook, Instagram, LinkedIn & TikTok ads



YEAR	PROJECTED REVENUE (\$xx)	GROWTH RATE (%)
YEAR 1	-	-
YEAR 2	-	-
YEAR 3	-	-
YEAR 4	-	-
YEAR 5	-	-

\*Estimated VendorMatch sales activities projections; customizable per client's goal

## »»» CONTENT MARKETING

Engaging reels, influencer partnerships, and testimonials

## »»» AD CAMPAIGNS

Targeted Facebook & Instagram ads with A/B testing

## »»» SEO AND PAID SEARCH

Invest in Google Ads and optimize e-commerce pages

## »»» COMMUNITY ENGAGEMENT

Regular Q&A sessions, giveaways, and brand collaborations

# KEY PERFORMANCE INDICATORS (KPIs)

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## »» SALES REVENUE GROWTH

(Monthly/Quarterly tracking)

## »» CUSTOMER ACQUISITION COST (CAC)

(Monitor digital ad ROI)

## »» CONVERSION RATE

(Website & retail purchases)

## »» SOCIAL MEDIA MANAGEMENT

(Likes, shares, comments, and conversions)





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