

CASE STUDY

DIETARY
SUPPLEMENT

FOR U.S. MARKET



MARKET OVERVIEW AND KEY DRIVERS



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 AND CONSUMER PREFERENCES

»»» 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

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- »» 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)

»» 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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SERVICE DELIVERABLES

»»» Market Intelligence & Entry Strategy

- »» Comprehensive U.S. dietary supplements market research report
- »» Consumer segmentation (health-conscious, aging population, fitness-oriented)
- »» Go-to-market roadmap with phased rollout and regional focus strategy

»»» Regulatory Compliance & Documentation

- »» FDA dietary supplement compliance checklist (labeling, structure/function claims, cGMP)
- »» DSHEA and FSVP documentation assistance
- »» Ingredient and formula review for U.S. approval
- »» Packaging and import compliance guidance

»» Sales Channel Development

- »» U.S. distributor and retailer matchmaking (focus: Whole Foods, CVS, Vitamin Shoppe)
- »» Branded sales deck and buyer pitch toolkit
- »» Retail listing strategy and buyer outreach roadmap

»» Marketing Strategy & Launch Execution

- »» Integrated digital marketing plan (social, paid search, influencer campaigns)
- »» U.S.-optimized product packaging consultation (claims, labeling, appeal)
- »» Social media calendar with content themes for Facebook, Instagram, TikTok

»»» Industry-Specific Expertise

»» We specialize in helping health, wellness, and dietary supplement brands succeed in the competitive U.S. market. Our team understands the nuances of FDA regulations, evolving consumer trends, and the rapidly changing retail landscape.

»»» End-to-End Market Entry Support

»» From regulatory compliance to sales activation and marketing execution, we provide a full-service solution that minimizes risk, reduces time-to-market, and maximizes launch success.

»»» Strong Network of Retail & E-Commerce Partners

»» We connect clients directly with U.S. retailers, distributors, and e-commerce platforms like Amazon and Walmart. Our relationships open doors and accelerate listings with trusted partners.

»»» Data-Driven Strategies

»» All recommendations are grounded in real-time market intelligence, competitor analysis, and performance benchmarking — ensuring every move is strategic and informed.

»»» Customizable, Scalable Plans

»» Whether you're a startup entering the U.S. for the first time or an established brand looking to expand channels, we tailor our solutions to your goals, size, and budget.

»»» Proven Track Record

»» We've successfully launched numerous international products in the U.S. market, with measurable results in brand awareness, sales growth, and retailer acceptance.



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Build Your Brand!

Grow With Us!

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