

A Closer Look At The Market Indicators For Weight Loss Supplements

Let's examine some key data points that may direct you towards a rewarding product option that will serve your targeted function and, ultimately, your most valuable MVP customers.

Search Engine Insights

The search engine popularity of weight loss related terms as per the search engine trends from platforms like Google indicate that the term "diet supplements" increased in popularity by 45%, "weight loss supplements" by 57%, and "supplements that help with weight loss" by 140% over the past 12 months ending in July 2021.

Other closely related search terms for weight loss point to the different ways people search for this function and related supplements. These terms include the words "appetite suppressant" that rose in popularity by 182% and "weight loss supplements for men," which increased in popularity by 80% over the same period.

This data suggests that in this modern market, weight loss supplements are popular and popularity brings competition. Therefore, it is imperative to target your marketing efforts to a specific niche and help your brand stand out. The data above points to men looking to lose weight as a possible niche opportunity.

When looking at high intent to purchase data from e-commerce platforms like Amazon we see more granular evidence for the popularity of weight loss supplements. The information reveals that "weight loss," "weight loss pills for women," "fat burner," "keto pills," "apple cider vinegar," – average hundreds of thousands of monthly searches, respectively.

Sales Insights

E-commerce data shows that the top ten vendors for the weight loss supplement average tens of thousands of units sold every month with blends options emerging as the definite best-selling products within the category. Most of these top blends include these critical ingredients: Apple Cider Vinegar, BHB Keto, and Green Coffee.

In return for their tens of thousands of units sold, these top vendors average a proportional number of reviews indicating strong competition in the market.

A wider look at the weight loss supplement market indicates that the market value is now projected to reach \$295.3 billion by 2027, an impressive number given that it was valued at \$192.2 billion in 2019.

All in all, the above trends indicate that the weight loss supplement market can be fiercely competitive. However, the market's growth coupled with the right marketing tactics provides a positive outlook for new brands.

Market-Tested, Market-Proven Weight Loss Supplement Options

The number of diets and weight loss pills/supplements in the market these days is staggering, making it difficult for the consumer as well as the seller to select the best possible option for them. This makes it vital to research each product thoroughly to ensure their market viability. The best selling weight loss supplements may contain more than one active ingredient with functions that may aid in expediting the fat burning process, help reduce fat absorption and decrease appetite.

Today, numerous weight loss supplement options exist, each with its individual upsides and downsides.

- **Limited competition function name products.** These products might have limited competition in the market, so it is comparatively more manageable for you to establish your brand presence and gain sales momentum with them. As a result, the potential sales upside may be restricted, at least at first. These limited function products include African Mango, Raspberry Ketone, Moringa, and Garcinia.
- **Massively popular function name products.** With massively popular function name products, the growth may be slow and steady, but the positive turnover of sales would be higher and well worth the extra effort, time, and resources you put in. These products include Keto, Apple cider vinegar, and Green Coffee.