



# MARKET TRENDS AND COMPLIANCE INSIGHTS ON UK FOOD SUPPLEMENTS REGULATIONS 2024

## Introduction

There is high consumption of [dietary supplements](#) use in the United States where almost half of the adults and a third of the entire children population regularly consume these products. Contrastingly, dietary supplements are defined and intended as systems of concentrated and isolated nutrients or bioactive substances to aid in the enhancement of health and physiological processes. [\[1\]](#)



## Types and Benefits of Dietary Supplements

Supplements may include vitamins, minerals, amino acids, botanicals, and fatty acids, all of which can act alone or in combination. They fulfill nutritional needs, prevent pyramids of deficiency from building up, promote a lush state of health, and help many reduce their risk for health complications related to aging. [\[2\]](#)



## Regulatory Landscape and Market Trends

The British supplementation market is changing fast. Because of some emerging regulation changes, increasing consumer demand, and innovative products on the market. The Food Standards Agency (FSA) was established to continue to enforce safety, quality, and labelling standards. The next mandatory regulations will roll out in 2024 targeting businesses adapting clean-label ingredients, sustainable sourcing, and tailored nutrition. [\[3\]](#)

## Regulatory Updates in 2024

The United Kingdom's post-Brexit regulatory environment has diverged even more from EU food legislation, engrossing businesses into constantly keeping apprised of the changes and readjusting their requirements. The primary regulations concerning food supplements in 2024 are:



### Novel foods and ingredient approvals

For all food supplements including novel ingredients (CBD, probiotics and botanical extracts), food supplements must be authorized by the FSA novel food scheme before marketing. More stringent risk assessment protocols to ascertain the safety and efficacy of ingredients affect timelines for formulations.

### Labeling and Health Claims

Strict enforcement of health claims requires scientific evidence for proving them in the NHCR regulations for Nutrition and Health Claims. Clear allergen labeling and nutritional transparency will meet consumer safety standards.



### Maximum Permitted Levels (MPLs) for Vitamins and Minerals

Reviewing MPLs in the UK to avoid high intake of nutrients during supplements so that it stays within permissible consumption levels. Such high dose of products must be reformulated, particularly those containing Vitamin D, Zinc or Iron.

### Sustainability and environmental compliance.

New eco-labeling policies will require brands to disclose their carbon footprint and how they procure materials sustainably. There are waste packaging regulations, which manufacturers must comply with, for recyclable and biodegradable materials. [\[4\]](#) [\[5\]](#)



## Market Trends Shaping the UK Industry of Food Supplements

However, trends that affect food supplements market are influenced not only by regulations but also by consumer preferences. Some of the trends in 2024 include:



### An Increasingly Clean Label and More Natural Ingredients

Chemically untouched, non-GMO, organic supplements coupled with a radical transparency about sourcing are where consumer preferences now lie. There is growing demand for plant-based alternatives to traditional supplements (algae Omega-3 instead of fish oil).

### Personalized Nutrition and Functional Supplements

AI-driven nutritional profiling provides clients with personalized supplements according to individual health goals. Gains in nootropics, gut health probiotics, and adaptogens are emerging as consumers prioritize their mental wellness and immunity.



### Digital Transformation and DTC

- moving away from physical retail to e-commerce and subscription.
- Consumers come to demand traces of products through QR codes and blockchain technology, verification of authenticity and origin with supplements.

### Increased scrutiny on sports nutrition and weight management products

On the other hand, stimulant-based ingredient regulations are tight about caffeine and synephrine, added on to those under the sports supplements area. Increased numbers of consumers asking for clinical trials and evidence-based formulation for weight management supplements. [\[6\]](#) [\[7\]](#) [\[8\]](#)



## Ensuring Compliance: Best Practices for Business

Along with adjusting to the changing legal and market landscape in the UK, the food supplement manufacturing companies need to apply the following methods:



### To conform regulations and ensure documentation

- Conduct regular audits to monitor compliance with FSA and MHRA regulations.
- Each ingredient should have a detailed dossier, including data on novel foods and botanical extracts.

### Formulations within the safety-/market-acceptance realm

Change formulations with respect to the revised MPL guidance to avoid loopholes. Include sustainable sourcing of ingredients to be in line with the consumers and the environment.



### Transparent labeling and valid claims

Proper nutritional labeling, and support health claims with clinical research. Provide clear dosage recommendations and contraindications for high-potency supplements.

### Innovation for winning

Invest in AI-driven personalization tools for targeted supplement solutions. Work on sustainable packaging solutions to be in line with environmental regulations and to appeal to environmentalists. [9].



## Conclusion

The UK food supplements industry in 2024 will be characterized by strict regulatory oversight, increasing consumer demand for transparency and sustainability, and the use of technology in nutrition. Manufacturers will have to initiate their compliance measures to match the changes in regulation, reformulate products where necessary, and set up a sound quality system to assure that their products really are in the market-for-sure zone.

Food Research Lab (FRL) provides regulatory consulting, formulation optimization, and market research expertise to guide businesses in addressing the challenges of the UK food supplements market. Our consultancy portfolio ensures that legislative and regulatory work is carried out according to the FSA, products are developed sustainably, and new innovative ingredients are integrated, thus allowing brands to maintain the winning edge in an extremely competitive domain.