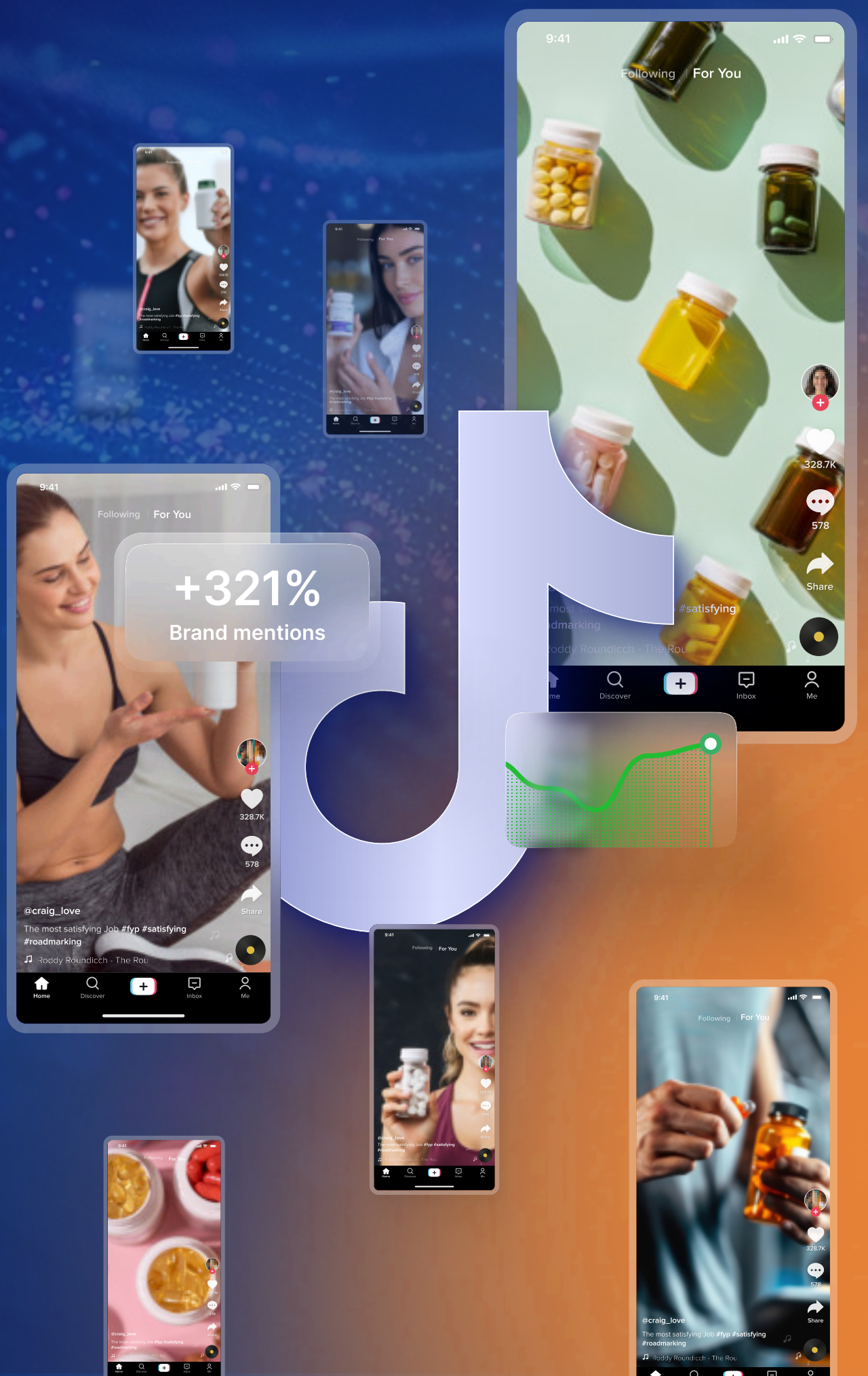


TikTok Shop Supplements Growth Report



Introduction

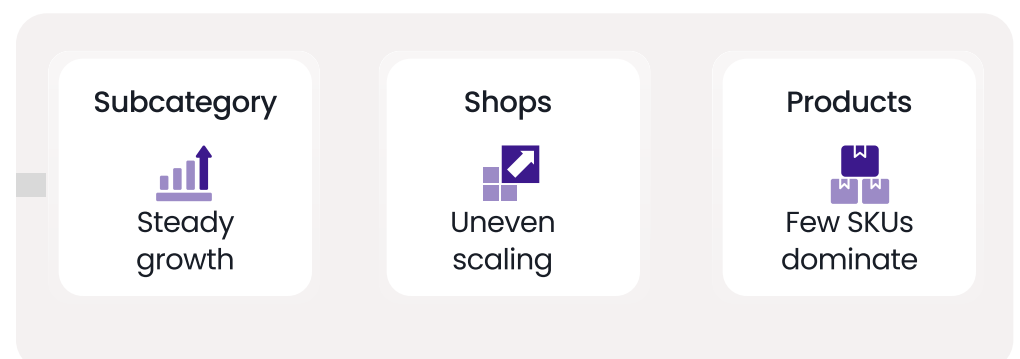
Supplements on TikTok Shop are showing steady growth, with core segments expanding consistently over time. This report analyzes performance from January to March 2026, examining how revenue is developing across the category through three layers: subcategory trends, shop-level outcomes, and individual product scaling.

The data shows that category growth alone does not explain performance. While segments such as fitness and herbal supplements continue to expand, outcomes at the shop and product level vary significantly.

At the shop level, a small group of sellers scales rapidly while others grow more gradually, even within the same segments. At the product level, growth is often concentrated in a limited number of SKUs, with the same products appearing across multiple shops and driving a disproportionate share of revenue.

PERIOD

January to March 2026



Across these layers, a consistent pattern emerges. Top-performing products are easy to understand, tied to a specific outcome, and offered in familiar formats such as powders, capsules, and drink mixes.

Understanding these dynamics is critical for brands operating in supplements, where performance depends less on category selection and more on identifying and scaling the products that gain traction within the TikTok Shop environment.



Key Takeaways



Shop performance varies dramatically within the same category.

Top-performing sellers scale rapidly, with growth rates exceeding **700–2,000%**, while others grow at a significantly slower pace, even within the same segments.

01



A small number of products drive a disproportionate share of revenue.

Across shops, growth is concentrated in a limited set of breakout SKUs, with top products scaling **900–2,700%** and significantly outperforming the rest of the portfolio.

02



The same products scale across multiple shops.

Top-performing SKUs appear across different sellers, suggesting that once a product gains traction, it can be replicated and distributed more broadly across the platform.

03



Clear use case and format consistently define top-performing products.

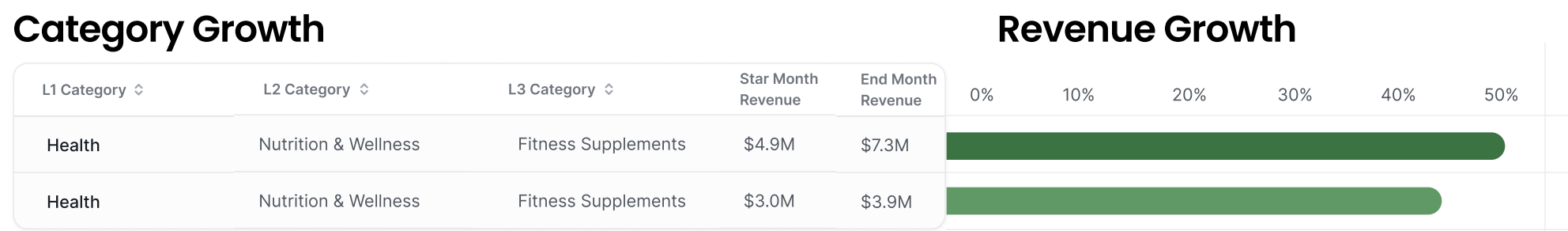
Products tied to a specific outcome and offered in familiar formats such as powders, capsules, and drink mixes show the strongest growth.

04



1. Category Growth

To understand how supplements are performing on TikTok Shop, we focused on two major subcategories: fitness supplements and herbal supplements.



Both segments show clear growth over the measured period, but at different rates.

Fitness supplements are the largest and fastest-growing segment, increasing from **\$4.9M to \$7.3M**, a **~49%** increase. This indicates strong, sustained demand and positions fitness supplements as the primary driver of category growth.

Herbal supplements also show steady expansion, growing from **\$3.0M to \$3.9M**, a **~30%** increase. While this represents meaningful growth, it is notably slower than fitness supplements.

Both are growing, but products tied to more specific, performance-oriented outcomes appear to scale faster than those associated with broader or more general wellness benefits.

This suggests that within supplements, growth is influenced not just by demand, but by how clearly a product communicates its purpose and expected result.



2. Shop Growth

While category growth in supplements is relatively consistent, shop-level performance varies significantly.

Shop Growth

Revenue Growth



The data shows a wide range of outcomes, from moderate growth to extreme revenue acceleration.

At the top end, Yesnap Nature shows the most dramatic increase, growing from **\$18.7K to \$422.6K**, representing a **~2,160%** increase over the measured period. This level of growth stands out clearly from the rest of the market.

A second group of shops also demonstrates strong scaling, though at a lower level. Leefar Nutrition Co. grew from **\$259.0K to \$2.3M (~790% growth)**, while Archaneon Supplements increased from **\$36.8K to \$286.2K (~785% growth)**. Similarly, HIILEATHY SHOP and HIILEATHY Global show comparable performance, growing by approximately **~780%** and **~670%**, respectively.

Beyond this group, growth continues but begins to taper. Shops such as Arrae (**\$118.4K to \$789.6K, ~570%**) and Apothékary (**\$174.9K to \$1.1M, ~530%**) still show strong expansion, but at a noticeably lower rate than the top performers.

2. Shop Growth

Further down, shops like Leefar Supplements, Sculptique Shop, and Biodepot Nutrition continue to grow, generally in the **400%–500% range**, while the lower end of the list shows more moderate gains.

The Breakout Outlier (2,000%+ Growth)

 Yesnap Nature

\$18.7K → \$422.6K **(+2,160%)**

Market Performers (400% – 500% Growth)

 Leefar Nutrition Co.

 Sculptique Shop

 Biodepot Nutrition


High-Velocity Scalers (600% – 800% Growth)

 Leefar Nutrition Co.

\$259K → \$2.3M **(+790%)**

 Archaenon Supplements

\$36.8K → \$326.2K **(+785%)**

 HIILEATHY Shop/Global

+670% to +780%

Sustained Scalers (500% – 600% Growth)

 Arrae

\$118.4K → \$789.6K **(+570%)**

 Apothékary

\$174.9K → \$1.1M **(+530%)**

This creates a clear pattern:



01

A small number of shops achieve extreme growth (1,000%+).



02

A larger group scales strongly but at a lower rate.



03

Growth is present across the board, but varies widely in magnitude.

All of these shops operate within supplements, yet their growth trajectories differ significantly. This suggests that category participation alone does not explain performance. Instead, outcomes appear to be shaped by how effectively individual shops identify and scale products that gain traction within the platform.



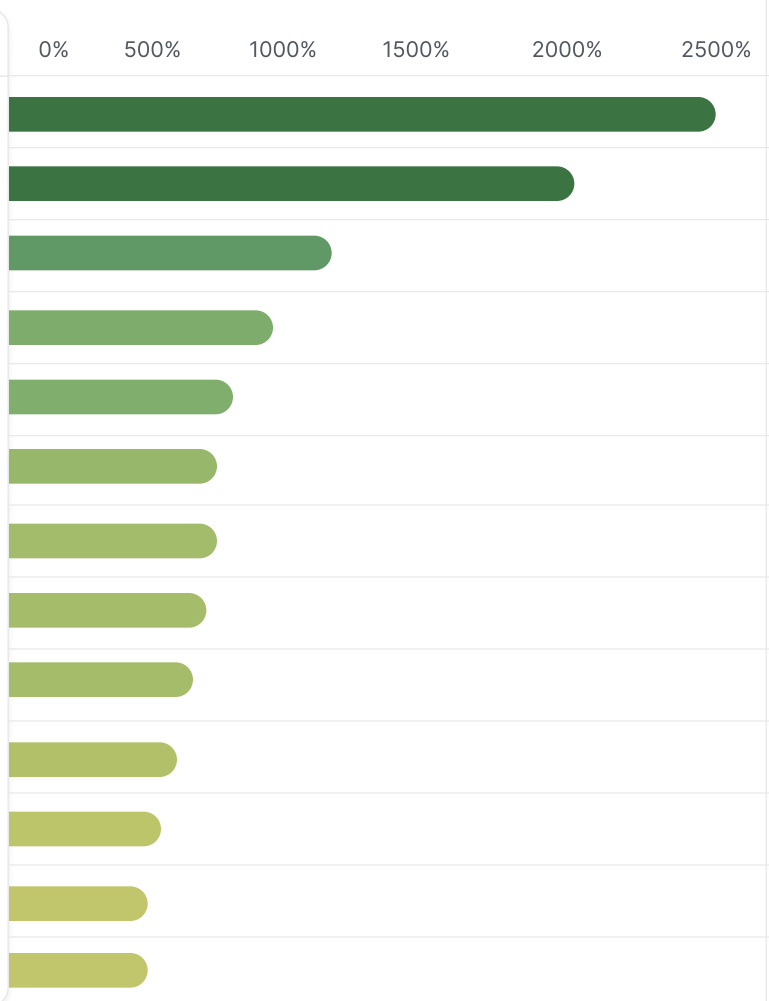
3. Product Growth

A closer look at product-level performance shows that growth in supplements is highly concentrated in a small number of individual products, often repeated across multiple shops.

Product Growth

Product Name	Shop Name	Star Month Revenue	End Month Revenue
Arrae Clear Protein+ 15g Grass Fed Whey, Collagen, & Electrolytes Prot..	Arrae	\$21.4K	\$607.8K
LeeFar Cutting Drink Mix - Strawberry Açai Flavor - 30 Servings	Leefar Nutrition Co.	\$84.2K	\$1.8M
[Buy 3 Get 1 Gift Free] -LeeFar Cutting Drink Mix - Strawberry Açai Flav	Leefar Nutrition Co.	\$32.6K	\$394.4K
LeeFar Cutting Drink Mix - Strawberry Açai Flavor - 30 Servings	Leefar Supplements	\$167.7K	\$1.7M
Eternal Legacy Elite Nootropic Pre-Workout	Archaneon Supplements	\$31.6K	\$319.1K
HIILEATHY Shilajit PRO MAX - 60 Capsules for Men & Women High Stren..	HIILEATHY SHOP	\$15.4K	\$143.0K
LeeFar Cutting Drink Mix - Strawberry Açai Flavor - 30 Servings	Leefar US	\$35.2K	\$321.2K
Kids Liquid AM & PM Bundle - Kids Liquid Morning Multivitamin & Nightti..	MaryRuth's	\$27.1K	\$218.0K
Toplux Moringa Capsules 1200mg - Pure Moringa Powder for Immune, Gu..	Toplux Nutrition	\$29.4K	\$229.1K
Sculptique Lymphatic Drainage Capsules - Antioxidant & Detox Binder Su..	Sculptique Shop	\$21.8K	\$168.6K
BEARVANA Gummies - Double Combo Pack (4 total bottles) - Women's Ge..	BEARVANA	\$17.7K	\$125.9K
BEVIX 14-in-1 Magnesium Gummies for Sleep & Stress Relief - Melatonin-..	BEVIX Wellness	\$11.1K	\$73.8K
His & Hers Essentials Bundle - Rainbow Light Women's Multivitamin & Ra..	Rainbow Light Vitamins	\$13.7K	\$86.3K

Revenue Growth



The data shows that the highest levels of growth are tied to specific products that scale rapidly within and across shops.



3. Product Growth

At the top of the list, Arrae Clear Protein+ shows the strongest performance, increasing from \$21.4K to \$607.8K, representing a ~2,740% increase over the measured period. This level of growth stands out even among other high-performing products.

A second set of products also demonstrates significant scaling, particularly within the Leefar Cutting Drink Mix line. One variant grew from \$84.2K to \$1.8M (~2,040% growth), while another increased from \$167.7K to \$1.7M (~910% growth). The same product appears multiple times across different shops, indicating that growth is not limited to a single seller, but can be replicated when the product gains traction.

Other products show similar patterns of strong but slightly lower acceleration. For example, Eternal Legacy Elite Nootropic Pre-Workout grew from \$31.6K to \$319.1K (~910% growth), while HIILEATHY Shilajit Pro Max increased from \$15.4K to \$143.0K (~830% growth).

Further down the list, products such as Kids Liquid AM & PM Multivitamin (\$27.1K to \$218.0K, ~700%) and Toplux Moringa Capsules (\$29.4K to \$229.1K, ~680%) continue to scale, though at a more moderate rate.

Arrae Clear Protein+

\$21.4K → \$607.8K (+2,740%)

Leefar Cutting Drink Mix (Var. A)

\$84.2K → \$1.8M (~2,040%)

Leefar Cutting Drink Mix (Var. B)

\$167.7K → \$1.7M (~910%)

Wavytalk Power Wave Styling Tool

\$19.5K → \$308.2K (~1,480%)

Eternal Legacy Elite Nootropic

\$31.6K → \$319.1K (~910%)

HIILEATHY Shilajit Pro Max

\$15.4K → \$143.0K (~830%)

Kids Liquid AM/PM Multivitamin

\$27.1K → \$218.0K (~700%)

Toplux Moringa Capsules

\$29.4K → \$229.1K (~680%)



3. Product Growth

Across these examples, a few consistent patterns emerge:



01

Growth is often tied to repeatable product formats, such as drink mixes, capsules, and powders. These formats are easy to understand and are widely applicable across different use cases.



02

Many of the top-performing products are associated with a clear and specific outcome, such as weight management, energy, cognitive performance, or general wellness. This clarity makes it easier for consumers to evaluate the product quickly.



03

Certain products appear across multiple shops, suggesting that once a product gains traction, it can be scaled or distributed by different sellers, amplifying its overall impact on the category.

Taken together, these patterns indicate that product-level performance in supplements is driven less by uniqueness at the shop level and more by the ability of specific products to gain broad traction.



Strategic Implications

Looking across these layers of data, a consistent pattern emerges: growth is concentrated in products that are clearly positioned, tied to a specific outcome, and offered in familiar formats. The products showing the strongest performance share characteristics that make them easy to understand and adopt.

These findings suggest that growth in supplements on TikTok Shop requires a targeted approach:

Evaluate segments based on growth and scale, not just presence.

Category-level trends provide useful context, but do not fully explain where the strongest performance is occurring.

Recognize that shop performance depends on product selection and scaling.

Operating within a growing segment does not guarantee strong results, and outcomes vary significantly across sellers.

Focus on identifying and scaling products that show early signs of traction.

A small number of SKUs often drive the majority of growth, making product-level visibility critical.

Prioritize products with clear use cases and familiar formats.

Products that are easy to understand and communicate tend to perform more consistently within the platform.

Ultimately, growth in supplements on TikTok Shop is driven by specific products, a subset of high-performing shops, and a small number of core segments. Understanding these dynamics at a granular level is essential for identifying where opportunities exist and how to act on them.

About Revuze

Revuze empowers brands with next-step actions, and is at the forefront of delivering cutting-edge AI-powered, actionable consumer insights and VoC solutions. The Revuze Action Hubs revolutionize how businesses leverage data to drive success in the digital landscape.

As the only solution providing brand and category-level, verified buyer data, Revuze helps organizations transform online feedback across all sources into true, actionable insights to make informed data-supported decisions and lead categories.

