

Maternity Vitamins and Supplements Market - Global Outlook and Forecast 2017-2023

<https://marketpublishers.com/r/M7566A4B899EN.html>

Date: December 2017

Pages: 113

Price: US\$ 3,500.00 (Single User License)

ID: M7566A4B899EN

Abstracts

The global maternity vitamins market is expected to cross \$441 million by 2023

New Chapter, Nature's Way, Garden of Life, The Honest Company are the leading vendors in the global maternity vitamins market. The demand for maternity vitamins and minerals is increasing with the high prevalence of vitamin and mineral deficiency among women globally. Also, with increased awareness about vitamin deficiency, the demand for over-the-counter maternity vitamins has increased. North America is likely to remain the dominant market during the forecast period and the prenatal vitamins segment will have the highest market share.

Report Timeline

Historic Year: 2014-2015

Base Year: 2016

Forecast Year: 2017-2022

Major vendors profiled in the report are as following:

New Chapter

Nature's Way

Garden of Life

The Honest Company

Other prominent vendors in the maternity vitamin market are Abbott Nutrition, Biotics Research Corp., Country Life, Fairhaven Health, Matsun Nutrition, Nurture, Nature's Plus, Metagenics, Otsuka Holdings, Solgar, Twinlab, Throne Research and Ultra Laboratories.

SCOPE OF THE REPORT

The study considers the present scenario of the global maternity vitamins and supplements market and its market dynamics for the period 2017-2022. It covers a detailed overview of various market growth enablers, restraints, and trends. The study covers both the demand and supply sides of the market. It also profiles and analyzes the leading five companies and other prominent companies operating in the market.

Product Type

Prenatal

Postnatal

Major geographies considered are as following:

APAC

EMEA

North America

Latin America

Major Countries

Africa

Brazil

Canada

China

France

GCC

India

UK

US

The increasing incidence of chromosome abnormality, down's syndrome, congenital heart defect, and inherited metabolic disorders have made parents inclined toward medications and supplements that will reduce the risk of prenatal defects. Thus, the demand for maternity vitamins has increased globally. The global maternity vitamins market is expected to cross \$441 million by 2023, growing at a CAGR of 2.68% during 2016-2022.

The report provides a holistic view of the global maternity vitamins market, the companies involved in the market, and the factors driving its growth. It also provides information about some of the latest trends that are likely to become strong market driving forces over the next five years. It also provides the Porter's Five Forces analysis along with a description of each force and its impact on the market. Further, the report also provides complete value chain analysis of the global market.

Maternity Vitamins Market: Key Vendor Analysis

Vendors are focusing on merger and acquisition to increase their prominence

Vendors are focusing on mergers and acquisitions to increase their presence in the regions, mitigate the loss of patent protection, and achieve high economies of scale.

Maternity Vitamins Market Dynamics

Introduction of vitamins in gummy, liquid, gel, and other forms to boost the market

Increased prevalence of vitamin and nutrient deficiencies among adults globally, and high demand from developing regions are the major factors that are driving the market. Introduction of new prenatal vitamins in different forms such as gummy, liquid, gel, and others, and increased sales through online channels are the leading trends and opportunities that will drive the market growth.

Maternity Vitamins Market: Segmental Overview

Prenatal vitamins will dominate the market

The prenatal vitamins segment will dominate the global market with more than 86% market share and is expected to grow tremendously during the period 2016-2023. The demand for prenatal vitamins is increasing, especially in the developing countries due to increased awareness about vitamins during pregnancy through various government initiatives and healthcare personnel on prenatal vitamins.

The awareness on postnatal vitamins is low even in developed regions such as North America. However, it is expected that during the forecast period, the awareness about postnatal vitamins will increase.

Maternity Vitamins Market: Geographical Analysis

North America to remain the dominant market

North America has the largest market share of maternity vitamins and supplements market. Although birth rates are declining in the region, the penetration of vitamins and supplements is high in the region. The demand is expected to increase steadily in Europe. Prenatal vitamins will dominate the market in Europe, followed by post-natal vitamins. Awareness on prenatal vitamins has increased among women in APAC. As APAC is expected to be the fastest growing maternity care market, the demand for maternity vitamins is also expected to increase in the region.

Contents

1 RESEARCH METHODOLOGY

2 RESEARCH OBJECTIVES

3 RESEARCH PROCESS

4 REPORT COVERAGE

4.1 Market Definition

4.2 Base Year

4.3 Scope of Study

4.3.1 Market Segmentation by Product Type

4.3.2 Market Segmentation by Geography

5 REPORT ASSUMPTIONS & CAVEATS

5.1.1 Inclusions

5.2 Currency Conversion rate

5.3 Market Derivation

6 MARKET AT A GLANCE

7 INTRODUCTION

7.1.1 Per Capita GDP in Developing Markets

7.1.2 Dual-income Households in Developed Markets

8 MARKET DYNAMICS

8.1 Market Growth Enablers

8.1.1 Increased Prevalence of Vitamin and Nutrient Deficiencies among Women across the World

8.1.2 High Demand from Developing Countries

8.2 Market Growth Restraint

8.2.1 Ineffectiveness of Maternity Vitamins

8.2.2 Reduction in Birth Rates Leading to Decreased Demand for Maternity Vitamins

8.3 Market Opportunities & Trends

- 8.3.1 Introduction of New Prenatal Vitamins
- 8.3.2 Presence of Prenatal Vitamins in Different Forms
- 8.3.3 Increased Sales of Vitamins through Online Channels

9 VALUE CHAIN ANALYSIS

- 9.1 Overview
- 9.2 Raw Materials
- 9.3 Manufacturers
- 9.4 Distributors/Dealers
- 9.5 Retailers
- 9.6 End-user

10 GLOBAL MATERNITY VITAMINS AND SUPPLEMENTS MARKET

- 10.1 Market Overview
- 10.2 Porter's Five Forces Analysis
 - 10.2.1 Threat of New Entrants
 - 10.2.2 Bargaining Power of Suppliers
 - 10.2.3 Bargaining Power of Buyers
 - 10.2.4 Threat of Substitutes
 - 10.2.5 Competitive Rivalry

11 GLOBAL MATERNITY VITAMIN AND SUPPLEMENTS MARKET BY TYPE

- 11.1 Market Overview
- 11.2 Global Prenatal VITAMINS and supplements market
 - 11.2.1 Market Size & Forecast
- 11.3 Global Postnatal Vitamins and supplements market
 - 11.3.1 Market Size & Forecast

12 MATERNITY VITAMINS AND SUPPLEMENTS MARKET BY GEOGRAPHY

- 12.1 Market Overview
 - 12.1.1 Market Size & Forecast

13 NORTH AMERICA: MATERNITY VITAMINS AND SUPPLEMENTS MARKET

- 13.1 Market Overview

- 13.1.1 Market Size & Forecast
- 13.2 Key Countries
 - 13.2.1 US: Market Size & Forecast
 - 13.2.2 Canada: Market Size & Forecast

14 EUROPE: MATERNITY VITAMINS AND SUPPLEMENTS MARKET

- 14.1 Market Overview
- 14.2 Key Countries
 - 14.2.1 UK: Market Size & Forecast
 - 14.2.2 France: Market Size & Forecast
 - 14.2.3 Rest of Europe: Market Size & Forecast

15 APAC: MATERNITY VITAMINS AND SUPPLEMENTS MARKET

- 15.1 Market Overview
 - 15.1.1 Market Size & Forecast
- 15.2 Key Countries
 - 15.2.1 India: Market Size & Forecast
 - 15.2.2 China: Market Size & Forecast
 - 15.2.3 Rest of Asia: Market Size & Forecast

16 LATIN AMERICA: MATERNITY VITAMINS AND SUPPLEMENTS MARKET

- 16.1 Market Overview
 - 16.1.1 Market Size & Forecast
- 16.2 Key Countries
 - 16.2.1 Brazil: Market Size & Forecast
 - 16.2.2 Rest of Latin America: Market Size & Forecast

17 MEA: MATERNITY VITAMINS AND SUPPLEMENTS MARKET

- 17.1 Market Overview
 - 17.1.1 Market Size & Forecast
- 17.2 Key GEOGRAPHIES
 - 17.2.1 GCC: Market Size & Forecast
 - 17.2.2 Africa: Market Size & Forecast

18 COMPETITIVE LANDSCAPE

18.1 Competition Overview

19 KEY COMPANY PROFILES

19.1 New Chapter

19.1.1 Business Overview

19.1.2 Product Offerings

19.1.3 Key Strengths

19.1.4 Key Strategies

19.2 Garden of Life

19.2.1 Business Overview

19.2.2 Product Offerings

19.2.3 Key Strengths

19.2.4 Key Strategies

19.3 Nature's Way

19.3.1 Business Overview

19.3.2 Product Offerings

19.3.3 Key Strengths

19.3.4 Key Strategies

19.4 The honest company

19.4.1 Business Overview

19.4.2 Product Offerings

19.4.3 Key Strengths

19.4.4 Key Strategies

20 OTHER PROMINENT COMPANIES

20.1 Abbott Nutrition

20.1.1 Product Offerings

20.2 Biotics Research Corp.

20.2.1 Product Offerings

20.3 Country Life

20.3.1 Product Offerings

20.4 Fairhaven Health

20.4.1 Product Offerings

20.5 Matsun Nutrition

20.5.1 Product Offerings

20.6 Metagenics

- 20.6.1 Product Offerings
- 20.7 Nurture
 - 20.7.1 Product Offerings
- 20.8 Nature's Plus
 - 20.8.1 Product Offerings
- 20.9 Otsuka Holdings
 - 20.9.1 Business overview
 - 20.9.2 Product Offerings
- 20.10 Solgar INC.
 - 20.10.1 Product Offerings
- 20.11 Thorne Research
 - 20.11.1 Product Offerings
- 20.12 Twinlab
 - 20.12.1 Product Offerings
- 20.13 Ultra laboratories
 - 20.13.1 Product Offerings

21 REPORT SUMMARY

- 21.1 Key Takeaways
- 21.2 Qualitative Summary
- 21.3 Quantitative Summary

22 APPENDIX

- 22.1 List of Abbreviations

List Of Exhibits

LIST OF EXHIBITS

- Exhibit 1 Segmentation of Global Maternity Vitamins and Supplements Market
- Exhibit 2 Key Geographies Definition
- Exhibit 3 Key Caveats
- Exhibit 4 Market Size Calculation Approach 2016
- Exhibit 5 Projections of Global Population 2015–2100
- Exhibit 6 Real GDP per Capita Growth in Various Developing Countries 2013–2015
- Exhibit 7 Dual-income Households in US (1982 Vs. 2016)
- Exhibit 8 Declining Fertility Rates in Major Countries in Europe 2009–2014 (birth per woman)
- Exhibit 9 Value Chain Analysis for Maternity Vitamins and Supplements Market
- Exhibit 10 Global Maternity Vitamins and Supplements Market (\$ million)
- Exhibit 11 Growth Rate of Global Maternity Vitamins and Supplements Market by Product Type
- Exhibit 12 Growth Rate of Global Maternity Vitamins and Supplements Market by Geography
- Exhibit 13 Five Forces Analysis 2016
- Exhibit 14 Global Maternity Vitamins and Supplements Market by Type
- Exhibit 15 Share of Global Maternity Vitamins and Supplements Market by Type (%)
- Exhibit 16 Global Prenatal Vitamins Supplement Market 2016–2023 (\$ million)
- Exhibit 17 Growth Rate of Global Prenatal Vitamin Supplement Market by Geography (%)
- Exhibit 18 Global Postnatal Vitamins Supplement Market 2016–2023 (\$ million)
- Exhibit 19 Growth Rate of Global Postnatal Vitamin Supplement Market by Geography (%)
- Exhibit 20 Growth Rate of Global Postnatal Vitamin Supplement Market by Geography (%)
- Exhibit 21 Female Labor Force Participation in US
- Exhibit 22 Maternity Vitamins and Supplements Market in North America (\$ million)
- Exhibit 23 Maternity Vitamins and Supplements Market by Product Type in North America (\$ million)
- Exhibit 24 Maternity Vitamins and Supplements Market by Product Type in US (\$ million)
- Exhibit 25 Average Age of Women at the Birth of First Child in Various Countries in Europe 2016
- Exhibit 26 Infant Mortality Rate in Various Countries in Europe 2011–2015

- Exhibit 27 Maternity Vitamins and Supplements Market in Europe 2016–2023 (\$ million)
- Exhibit 28 Women Labor Force Participation in UK of Age 15+ (%)
- Exhibit 29 Maternity Vitamins and Supplements Market in UK 2016–2023 (\$ million)
- Exhibit 30 Maternity Vitamins and Supplements Market by Product Type in UK (\$ million)
- Exhibit 31 Maternity Vitamins and Supplements Market in France 2016–2023 (\$ million)
- Exhibit 32 Maternity Vitamins and Supplements Market by Product Type in France (\$ million)
- Exhibit 33 Maternity Vitamins and Supplements Market in Rest of Europe 2016–2023 (\$ million)
- Exhibit 34 Maternity Vitamins and Supplements Market by Product Type in Rest of Europe (\$ million)
- Exhibit 35 Spending by Global Middle Class (PPP, constant 2011 billion \$ and shares)
- Exhibit 36 Prevalence of Anemia among Pregnant Women in Select Asian Countries 2014
- Exhibit 37 Maternity Vitamins and Supplements Market in APAC 2016–2023 (\$ million)
- Exhibit 38 Maternity Vitamins and Supplements Market by Product Type in APAC (\$ million)
- Exhibit 39 Maternity Vitamins and Supplements Market in India 2016–2023 (\$ million)
- Exhibit 40 Maternity Vitamins and Supplements Market by Product Type in India (\$ million)
- Exhibit 41 Maternity Vitamins and Supplements Market in China (\$ million)
- Exhibit 42 GDP per Capita and Urban Population in China
- Exhibit 43 Maternity Vitamins and Supplements Market in China by Product Type (\$ million)
- Exhibit 44 GDP of Select Countries in APAC (\$ billion)
- Exhibit 45 Maternity Vitamins and Supplements Market in Rest of Asia 2016–2023 (\$ million)
- Exhibit 46 Maternity Vitamins and Supplements Market by Product Type in Rest of Asia (\$ million)
- Exhibit 47 Real GDP Change in Major Countries in Latin America 2015–2018 (%)
- Exhibit 48 Unemployment Rate in Major Countries in Latin America 2015–2016 (%)
- Exhibit 49 Maternity Vitamins and Supplements Market in Latin America 2016–2023 (\$ million)
- Exhibit 50 Maternity Vitamins and Supplements Market by Product Type in Latin America (\$ million)
- Exhibit 51 Ratio of Female to Male Labor Force Participation Rate in Brazil (%)
- Exhibit 52 Maternity Vitamins and Supplements Market in Brazil 2016–2023 (\$ million)
- Exhibit 53 Maternity Vitamins and Supplements Market by Product Type in Brazil (\$ million)

million)

Exhibit 54 Maternity Vitamins and Supplements Market in Rest of Latin America
2016–2023 (\$ million)

Exhibit 55 Maternity Vitamins and Supplements Market by Product Type in Rest of Latin
America (\$ million)

Exhibit 56 Maternity Vitamins and Supplements Market in MEA 2016–2023 (\$ million)

Exhibit 57 Maternity Vitamins and Supplements Market by Product Type in MEA (\$
million)

Exhibit 58 Percentage of Expatriates with Disposable Income Higher than Home
Countries

Exhibit 59 Labor Force Participation Rate (percentage of female population ages 15+)

Exhibit 60 Maternity Vitamins and Supplements Market in GCC 2016–2023 (\$ million)

Exhibit 61 Maternity Vitamins and Supplements Market by Product Type in GCC (\$
million)

Exhibit 62 Population of Africa by Age Structure 2016 (%)

Exhibit 63 Maternity Vitamins and Supplements Market in Africa 2016–2023 (\$ million)

Exhibit 64 Maternity Vitamins and Supplements Market by Product Type in Africa (\$
million)

Exhibit 65 Quantitative Summary of Global Maternity Prenatal Vitamin Market (\$ million)

Exhibit 66 Quantitative Summary of Global Maternity Prenatal Vitamin Market (\$ million)

List Of Tables

LIST OF TABLES

Table 1 Key Geographies Definition

Table 2 Key Caveats

Table 3 Currency Conversion 2013-2016

Table 4 Type of Supplement

Table 5 Global Maternity Vitamins and Supplements Market by Product Type (\$ million)

Table 6 Global Maternity Vitamins and Supplements Market by Geography (\$ million)

Table 7 Maternity Vitamins and Supplements Market by Product Type in North America (\$ million)

Table 8 Maternity Vitamins and Supplements Market in US (\$ million)

Table 9 Maternity Vitamins and Supplements Market in US by Product Type (\$ million)

Table 10 Maternity Vitamins and Supplements Market in Canada (\$ million)

Table 11 Maternity Vitamins and Supplements Market in Canada by Product Type (\$ million)

Table 12 Maternity Vitamins and Supplements Market in UK by Type (\$ million)

Table 13 Maternity Vitamins and Supplements Market in France by Type (\$ million)

Table 14 Maternity Vitamins and Supplements Market in Rest of Europe by Type (\$ million)

Table 15 Maternity Vitamins and Supplements Market by Product Type in APAC (\$ million)

Table 16 Maternity Vitamins and Supplements Market by Product Type in India (\$ million)

Table 17 Maternity Vitamins and Supplements Market in China by Product Type (\$ million)

Table 18 Maternity Vitamins and Supplements Market in Rest of APAC (\$ million)

Table 19 Maternity Vitamins and Supplements Market in Latin America (\$ million)

Table 20 Maternity Vitamins and Supplements Market in Brazil (\$ million)

Table 21 Maternity Vitamins and Supplements Market in Rest of Latin America (\$ million)

Table 22 Global Maternity Vitamins and Supplements Market by Product Type in MEA (\$ million)

Table 23 Maternity Vitamins and Supplements Market in GCC (\$ million)

Table 24 Maternity Vitamins and Supplements Market in Africa (\$ million)

Table 25 Qualitative Summary of Global Vitamins and Supplements Market

Table 26 Global Maternity Vitamins and Supplements Market (\$ million)

Table 27 Global Maternity Vitamin and Supplements Market by Product Type (\$ million)

Table 28 Quantitative Summary of Global Maternity Vitamins and Supplements Market
by Geography (\$ million)

I would like to order

Product name: Maternity Vitamins and Supplements Market - Global Outlook and Forecast 2017-2023

Product link: <https://marketpublishers.com/r/M7566A4B899EN.html>

Price: US\$ 3,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M7566A4B899EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970