

Global Micronutrient Powders Market Size study, By Ingredients (Vitamins, Fibers, Botanicals, Proteins, Amino Acids, Minerals, Omega Fatty Acids, Specialty Carbohydrates), By Application (Bone & Joint Health, Anti-cancer, Energy, Weight Management, Cardiac Health, Immunity, General Health, Diabetes, Gastrointestinal Health), By End User (Infants, Pregnant Women, Geriatric, Adults, Children), By Distribution Channel (Supermarkets Direct to Customers (DTC), Online Stores, Others), and Regional Forecasts 2022-2028

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Abstracts

Global Micronutrient Powders Market is valued approximately USD XX million in 2021 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2022-2028. The Micronutrient Powders is utilized to fortify foods in settings where micronutrients are insufficient to promote optimal growth in children or in pregnant women. Micronutrients are comprised of vitamins and minerals. Vitamins have applications in energy production, immune function, blood clotting and other functions. Whereas, minerals play an important role in growth, bone health, fluid balance and several other processes. The growing demand for nutrition supplements and easy availability coupled low cost of micronutrients powder as well as recent product introduced by leading market players are accelerating the global market demand. For instance, in 2019, the global market for vitamin and mineral supplements was estimated at USD 39.6 billion, and this amount is projected to grow to USD 58 billion by end of 2025. Furthermore, In May 2022, Nestle launched its new iron supplement named

BUNYAD IRON+ in Pakistan. BUNYAD IRON+ is fortified with iron that is more suitable for dairy products, as well as three times more absorbed in the body. Also, growing prevalence of micronutrient deficiency and favorable government initiatives are anticipated to act as a catalyzing factor for the market demand during the forecast period. However, lack of awareness in developing economies and high cost associated with organic micronutrients impede the growth of the market over the forecast period of 2022-2028.

The key regions considered for the global Micronutrient Powders Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America is the leading region across the world in terms of market share owing to favorable government initiatives towards fortification of staple food and presence of leading market players in the region. Whereas, Asia Pacific is anticipated to exhibit a significant growth rate over the forecast period 2022-2028. Factors such as increasing incidences of micronutrient deficiency among women and growing demand for nutritional supplements in the region, would create lucrative growth prospects for the global Micronutrient Powders Market across the Asia Pacific region.

Major market players included in this report are:

Herbalife International

GNC Holdings

Amway

Glanbia

Bayer

Abbott Laboratories

NutraClick

Nature's Sunshine Forms

Bionova Lifesciences

PowerBar Europe GmbH

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Ingredients:

Vitamins
Fibers
Botanicals
Proteins
Amino Acids
Minerals
Omega Fatty Acids
Specialty Carbohydrates
Others

By Application:

Bone & Joint Health
Anti-cancer
Energy
Weight Management
Cardiac Health
Immunity
General Health
Diabetes
Gastrointestinal Health
Others

By End User:

Infants
Pregnant Women
Geriatric
Adults
Children

By Distribution Channel:

Supermarkets
Direct to Customers (DTC)
Online Stores
Others

By Region:

North America
U.S.
Canada
Europe
UK
Germany

France
Spain
Italy
ROE

Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020
Base year – 2021
Forecast period – 2022 to 2028

Target Audience of the Global Micronutrient Powders Market in Market Study:

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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