

# **Global Vitamin A Market Size study, by Source (Natural and Synthetic), Product Type (Food Grade, Feed Grade, and Pharmaceutical Grade), Form (Powder and Liquid), Application (Food & Beverages, Dietary Supplements, Clinical Nutrition, Animal Feed, and Personal Care & Cosmetics) and Regional Forecasts 2021-2027**

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## **Abstracts**

Global Vitamin A Market is valued approximately USD 731.3 million in 2020 and is anticipated to grow with a healthy growth rate of more than 4.2 % over the forecast period 2021-2027. Vitamin A is a fat-soluble unsaturated chemical molecule present in a variety of natural foods, including carrots, eggs, milk, cheese, and other dairy products. Furthermore, it may be produced from fish oil, vegetables, and other bacterial carotenoids precursors. Retinol, beta-carotene, and tiny amounts of provitamin A carotenoids are major components of vitamin A. The worldwide vitamin A market is projected to be driven by rising dietary supplement consumption. Vitamin A consumption is advised for babies and the elderly people because it prevents illnesses such as night blindness and diarrhea. As a result, various governing organizations have established specific guidelines for vitamin A dietary consumption. Vitamin A market growth is projected to be driven by growing demand for anti-aging skincare products. Vitamin A helps the human body maintain excellent skin health as it contains retinoic acid, which activates and transforms immature skin cells and genes into adult epidermal cells. According to WHO standards, babies aged 6-11 months should eat 30 mg of retinol equivalent once every 4-6 months, while children aged 12-59 months should eat 60 mg of retinol equivalent once every 4-6 months. According to a WHO factsheet released on April 1, 2020, nutritional deficiencies such as vitamin A, iron, or iodine cause around 45 percent of fatalities among children under the age of five worldwide.

However, a growing variety of health concerns are emerging as a result of excessive vitamin A use, as well as regulatory restrictions governing pharmaceutical product approval hampers the growth of the market over the forecast period of 2021-2027. Also, increased government initiatives to prevent the spread of vitamin A deficient illnesses, rising awareness for a healthy lifestyle, among other things, and partnerships and acquisitions by leading market competitors for a variety of objectives are expected to be great opportunity for vitamin A market growth in the coming years.

The geographical analysis of the global Vitamin A market is studied for major regions such as Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America is the dominating region across the world in terms of market share attributing to increasing awareness of micronutrient insufficiency, health advantages linked with vitamin A intake, and increased demand for meat and dairy items. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate over the forecast period 2021-2027. Factors such as expansion of cosmetic and personal care market, increasing number of people suffering from micronutrient deficiency and increasing use of dietary supplements would create lucrative growth prospects for the Vitamin A market across Asia-Pacific region.

Major market player included in this report are:

Vitamin Shoppe Inc.

BASF SE

Bluestar Adisseo Co. Ltd.

Prinova Group LLC

Zhejiang NHU Co. Ltd.

Zhejiang Medicine Co., Ltd.

Provimi North America, Inc.

Kempex Holland BV

Xiamen Kingdomway Group Co.

DSM

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 Source:**

Natural

Synthetic

**By Product Type:**

Food Grade

Feed Grade

Pharmaceutical Grade

**By Form:**

Powder

Liquid

**By Application:**

Food &amp; Beverages

Dietary Supplements

Clinical Nutrition

Animal Feed

Personal Care &amp; Cosmetics

**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

Base year – 2020

Forecast period – 2021 to 2027

Target Audience of the Global Vitamin A 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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