

Global Vitamin D Supplements Market Size study & Forecast, by Analog (Vitamin D2 and Vitamin D3), By Application (Pharmaceuticals, Functional Food and Beverage, Personal Care, Pet Food and Animal Feed), By End User (Adult, Children and Pregnant Women) and Regional Analysis, 2023-2030

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Abstracts

Global Vitamin D Supplements Market is valued approximately at USD 1.1 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 7.0 % over the forecast period 2023-2030. Vitamin D supplements are dietary supplements that provide an additional source of vitamin D, a fat-soluble nutrient essential for various bodily functions, including bone health, immune system support, and calcium absorption. These supplements are designed to address deficiencies or insufficiencies of vitamin D in the body and contribute to overall health and well-being. The Vitamin D Supplements market is expanding because of factors such as, growing aging population and growing retail e-commerce.

According to the Statista in 2021, the worldwide retail e-commerce sales amounted to approximately USD 5.2 trillion. It is projected that this figure may experience a substantial growth rate of 56 percent in the upcoming years, reaching approximately USD 8.1 trillion by the year 2026. According to the World Health Organization, the proportion of individuals aged 60 years or older in the world is projected to reach 1 in 6 by 2030. During this time, the population of people aged 60 years and over is expected to increase from 1 billion in 2020 to 1.4 billion. Furthermore, by 2050, the global population of individuals aged 60 years and older is anticipated to double, reaching 2.1 billion. Notably, the number of individuals aged 80 years or older is predicted to triple between 2020 and 2050, reaching a total of 426 million. In addition, increasing focus on

health and wellness and rising incidence of vitamin D deficiency would create a lucrative growth opportunity. However, stringent regulations and limited accessibility & affordability stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Vitamin D Supplements Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominates the market during the forecast period with largest market share owing to the, increased usage of nutritional supplements, higher prevalence of chronic diseases such as diabetes and cancer and the rising incidence of obesity due to increased consumption of alcohol and fast food in the region. Asia Pacific is expected to be the fastest growing region during the forecast period, owing to factors such as, rising consumer disposable income, increasing demand for nutritious and healthy goods, and the rising popularity of vitamin-infused products in the region.

Major market player included in this report are:

High-Tech Co. Ltd

Zhejiang Xinhecheng Co. Ltd.

Taizhou Haisheng Pharmaceutical Co. Ltd

Xiamen Jindawei Vitamin Co. Ltd.

Fermenta Biotech Ltd.

Zhejiang Medicine Co., Ltd.

Dishman Group

Pfizer, Inc.

McKinley Resources Inc.

New Gen Pharma Inc

Recent Developments in the Market:

In November 2021, Holista Colltech introduced a water-soluble vitamin D drop product called Hydro-D in Malaysia. This innovative product, developed through Holista's direct-selling subsidiary Alterni, boasts over five times higher bioavailability compared to fat-soluble vitamin D.

In March 2021, Royal DSM introduced ampli-D, a vitamin D supplement in Australia designed to address global concerns and meet the growing need for immune health support. ampli-D is a faster-acting and more efficient solution for Australian consumers to increase vitamin D levels in their bodies within days and weeks, as opposed to months. This product aims to enhance immune health effectively.

Global Vitamin D Supplements Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered – Analog, Application, End-User, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

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 years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential 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 Analog:

Vitamin D2

Vitamin D3

By Application:

Pharmaceuticals

Functional Food and Beverages

Personal Care

Pet Food

Animal Feed

By End-User:

Adult

Children

Pregnant Women

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

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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