

Global Folic Acid Market: Analysis By Form (Soft Gels, Tablets, Lozenges and Others), By Source (Synthetic and Natural), By Application (Food & Beverages, Pharmaceuticals, Nutraceuticals and Others), By Distribution Channel (Offline and Online), By Region Size and Trends with Forecast up to 2030

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Abstracts

The global folic acid market was valued at US\$1.11 billion in 2024. The market value is expected to reach US\$1.57 billion by 2030. Folic acid is the synthetic form of vitamin B9, an essential nutrient that helps the body make healthy red blood cells, supports DNA synthesis, and is especially important during pregnancy to prevent neural tube defects in developing babies. It is commonly added to supplements and fortified foods to treat or prevent folate deficiency and related health conditions.

In the forthcoming years, the global folic acid market is expected to continue growing due to several converging trends. A key driver is the increasing investment in maternal and child health programs, along with rising awareness of folic acid's essential role in prenatal care and the prevention of birth defects. Folic acid, a synthetic form of vitamin B9, is widely utilized in food fortification, pharmaceuticals, and nutritional supplements, aligning with global initiatives to combat micronutrient deficiencies and improve public health outcomes. The expanding focus on cognitive health and mental wellness is further fueling demand for folic acid in nootropic supplements and aging-related formulations. Advancements in production technologies, particularly in the synthesis and purification of folic acid, are enhancing product quality and reducing manufacturing costs, making it more accessible worldwide. Additionally, tightening regulations on synthetic additives and increasing regulatory support for mandatory fortification are prompting manufacturers to incorporate folic acid more broadly in food and supplement

products. Together, these factors are expected to support the continued expansion of the global folic acid market in the foreseeable future. The market is expected to grow at a CAGR of approx. 6% during the forecasted period of 2025-2030.

Market Segmentation Analysis:

By Form: The report provides the bifurcation of the folic acid market into four segments on the basis of form: Tablets, Soft Gels, Lozenges and Others. The tablets segment holds a significant share of the global folic acid market due to its convenience, cost-effectiveness, longer shelf life, and ease of manufacturing and distribution. Tablets are widely preferred by consumers and healthcare providers for their accurate dosing and stability, making them a reliable choice for daily supplementation. Their widespread availability in pharmacies, hospitals, and online platforms further boosts their popularity. This strong consumer preference and practical advantages make tablets a dominant form, supporting sustained demand and contributing to the overall growth of the global folic acid market.

By Source: The report provides the bifurcation of the folic acid market into two segments on the basis of source: Synthetic and Natural. The synthetic segment held a significant share of the global market, primarily driven by its cost-effectiveness, high stability, and ease of large-scale production. Synthetic folic acid is widely used in dietary supplements and food fortification programs due to its consistent quality and longer shelf life compared to natural sources. These advantages make it the preferred choice for manufacturers and governments aiming to address folate deficiencies on a broad scale. As a result, the strong demand for synthetic folic acid continues to support the expansion of the global folic acid market.

By Application: The report provides the bifurcation of the folic acid market into four segments on the basis of application: Food & Beverages, Pharmaceuticals, Nutraceuticals and Others. Food & Beverages emerged as the largest segment globally, primarily driven by the increasing adoption of folic acid in food fortification programs and rising consumer demand for functional and health-enhancing foods. Governments and health organizations in many countries mandate or encourage the addition of folic acid to staple foods like flour, cereals, and dairy products to combat nutritional deficiencies. Additionally, growing health awareness among consumers has boosted the demand for fortified food and beverage products. This widespread application significantly contributes to the expansion and sustained growth of the global folic acid market.

By Distribution Channel: The report provides the bifurcation of the folic acid market into

two segments on the basis of application: Offline and Online. The offline segment held a significant share of the global folic acid market, primarily driven by consumer preference for in-person purchases through pharmacies, health stores, and supermarkets, where professional guidance and immediate product availability are accessible. Many consumers, especially in developing regions, still rely heavily on traditional retail channels due to limited internet access or trust in online shopping. Additionally, healthcare providers often recommend or directly supply folic acid products through offline channels. This strong distribution network and consumer trust in physical retail contribute significantly to market penetration and support the overall growth of the global folic acid market.

By Region: In the report, the global folic acid market is divided into four regions: North America (the US, Canada, and Mexico), Europe (Germany, UK, France, Italy and Rest of Europe), Asia Pacific (China, Japan, India, South Korea, and rest of Asia Pacific), and Rest of the World. In 2024, the North America region led the folic acid market, propelled by high consumer awareness about prenatal and general health, strong government support for food fortification programs, and well-established healthcare infrastructure. Additionally, the growing demand for dietary supplements and nutraceutical products, coupled with easy access to advanced distribution channels like pharmacies and online platforms, has further boosted market growth. These factors collectively position North America as a dominant player in the global folic acid market.

During 2025-2030, the US is forecasted to maintain its lead within the North America folic acid market, due to increasing awareness of maternal and child health, ongoing government initiatives promoting folic acid fortification, and a robust dietary supplements industry. Additionally, advancements in healthcare infrastructure, growing consumer preference for preventive nutrition, and expanding e-commerce channels for supplement distribution are expected to drive strong demand, ensuring the US remains a key market player in the region.

Market Dynamics:

Growth Drivers: The global folic acid market growth is predicted to be supported by numerous growth drivers such as increasing demand for prenatal vitamin supplements, expansion of government-led food fortification initiatives, surging demand in emerging markets and aging populations, growth in nutraceuticals and fortified foods sector and many other factors. The rising prevalence of nutritional deficiencies and anemia is a key driver of the global folic acid market, as folic acid is essential for red blood cell formation and DNA synthesis. Growing awareness of related health risks, especially among

pregnant women and the elderly, is increasing the demand for supplements and fortified foods. This rising demand is helping drive consistent growth in the global folic acid market.

Challenges: However, the market growth would be negatively impacted by various challenges such as overconsumption risks and regulatory constraints, price volatility of raw materials, etc.

Trends: The market is projected to grow at a fast pace during the forecast period, due to various latest trends such as rise of personalized nutrition and e-pharmacy channels, escalating demand for functional feed additives, surge in nutricosmetics and beauty-from-within products, heightened emphasis on infant nutrition, innovations in delivery formats and biotechnology, etc. The clean label and plant-based product innovation is becoming a key trend in the folic acid market due to growing consumer preference for natural, transparent, and sustainably sourced ingredients. As health-conscious consumers increasingly scrutinize product labels, they are seeking supplements and fortified foods free from artificial additives, allergens, and synthetic compounds. This shift is especially prominent in vegan, vegetarian, and environmentally aware demographics. As a result, manufacturers are focusing on plant-based and clean-label formulations to meet this demand. This trend not only aligns with evolving consumer values but also broadens the market appeal, contributing to the overall growth of the global folic acid market.

Competitive Landscape:

The global folic acid market is moderately fragmented and increasingly competitive, marked by the presence of both multinational corporations and a diverse array of regional manufacturers. The key players in the global folic acid market are:

BASF SE

DSM-Firmenich AG

Merck KGaA

Zydus Lifesciences Limited

Lonza Group AG

Medicamen Biotech Limited

Emcure Pharmaceuticals Limited

Jiangxi Tianxin Pharmaceutical Co., Ltd.

Xinfa Pharmaceutical Co., Ltd.

Parchem Fine & Specialty Chemicals

Xinjiang Wujiaqu Xingnong Cycle Chemical Co., Ltd.

Hebei Jiheng Group Pharmaceutical Co. Ltd.

Nantong Changhai Food Additive Co., Ltd.

These companies use strategies such as innovation, strategic partnerships, capacity expansion, new product launch and commercialization to strengthen their position in the market. For instance, in August 2024, Centrum introduced its line of maternal vitamins, featuring Centrum Conception for those attempting to conceive and Centrum Pregnancy + DHA Omega-3 for expectant mothers. These products supply essential nutrients such as folic acid, DHA, and vitamins C, D, and E to promote fertility, a healthy pregnancy, and metabolism.

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