

# **Esterified Vitamins Market Size, Share, and Analysis, By Distribution Channel (Online Retail, Supermarkets, Others (e.g. Specialty Stores, etc.)), By End Use (Pharmaceutical, Nutraceutical, Others) and Regional Forecasts, 2022-2032**

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## **Abstracts**

Esterified Vitamins Market Size, Share, and Analysis, By Distribution Channel (Online Retail, Supermarkets, Others (e.g. Specialty Stores, etc.)), By End Use (Pharmaceutical, Nutraceutical, Others) and Regional Forecasts, 2022-2032

### **PRODUCT OVERVIEW:**

The Global Esterified Vitamins market size was USD 31.7 billion in 2021 and projected to grow from USD 40 billion in 2023 to USD 116.1 billion by 2032, exhibiting a CAGR of 12.5 % during the forecast period.

Esterified vitamins are formed by the transfer of phenol group of vitamins into esters, utilizing either acetic acid or succinic acid. By this modification, the vitamins become stable and have better shelf-life when compared to conventional vitamins. Esterified vitamins help in maintaining healthy immunological function, increase iron absorption, and provide benefits when utilized in nutraceuticals and other healthcare systems. Esterified vitamins are useful in quick absorption of iron and for healthy immune system and are used by nutraceuticals manufacturers.

### **MARKET HIGHLIGHTS**

Global Esterified Vitamins Market is expected to project a CAGR of 12.5% during the forecast period, 2022-2032

The Global Esterified Vitamins Market is expected to reach USD 116.1 billion at a CAGR of 12.5 % during forecast period owing to the increasing use of esterified vitamins in dairy items, sauces, refreshments, bakery products, and dressings is expected to boost the market. Interest of people has increased for maintaining wellness through diet, the healthcare expenditure has increased, and the growth of geriatric population are expected to fuel the global Esterified Vitamins market. The intake of vitamins in regular diet is increasing owing to the increased health-conscious of consumers which is helping in the growth of esterified vitamins market. Easy availability of vitamins vitamin A, E, D, C and B in combination with other dietary supplements is also helping to the growth of global market.

#### GLOBAL ESTERIFIED VITAMINS MARKET SEGMENTATION:

Supermarkets segment is expected to grow with high CAGR during the forecast period

The Global Esterified Vitamins Market is classified based on the Distribution Channel into Online Retail, Supermarkets, Others. The supermarkets segment has the highest market share and dominated the market in 2021 and is also expected to grow during the forecast period. For wellness products, a separate section in supermarkets is established to enable easy identify of a desired brand, which is propelling the market growth. Well-established, arranged and maintained products, customer preferences regarding certain products and brands, and customer willingness to pay for specific products are factors which will boost the growth of the supermarkets segment over the forecast period.

Pharmaceutical segment is expected to grow with high CAGR during the forecast period

#### MARKET DYNAMICS:

##### Growth Drivers

Increasing Geriatric Population is Expected to Boost the Growth of the Market

Rise in Awareness About the Utilization of Health Care Supplements

##### Restraint

Toxicity on Increased Consumption May Restrain the Market Growth

## GLOBAL ESTERIFIED VITAMINS MARKET KEY PLAYERS COVERED:

Natrol Vitamins & Supplements

Natures Plus

Vitae Naturals

Thompson's

Other Prominent Players

## REGIONAL ANALYSIS

Global Esterified Vitamins market is segmented based on regional analysis into five major regions: North America, Latin America, Europe, Asia Pacific and the Middle East and Africa. North America is dominating the market with highest market share towards dietary supplements owing to rising growth with esterified vitamins. Presence of large-scale manufacturers in the region focusing on the development of supplements that would propel the esterified vitamins market share in the region. Besides, dietary supplements infused with esterified vitamins have high antioxidant properties and high absorption, which would drive sales in North America. Asia Pacific is expected to grow during the forecast period owing to the increasing awareness on the importance of health and wellness in emerging counties. The rising number of supermarkets across Asia Pacific is a factor which helps to the growth of market. Supermarkets contain a separate section for wellness products which allow consumers to select brand easily.

## Segmentation

By Distribution Channel

Online Retail

Supermarkets

Others

By End Use

Pharmaceutical

Nutraceutical

Others

### Reasons to Purchase this Report

Qualitative and quantitative analysis of the market based on segmentation involving both economic as well as non-economic factors

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry with respect to recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market of various perspectives through

## Porter's five forces analysis

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