

Global Vitamin B12 Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Vitamin B12 market size is expected to reach \$ 657 million by 2032, rising at a market growth of 4.4% CAGR during the forecast period (2026-2032).

Vitamin B12 is a nutrient that helps keep the body's nerve and blood cells healthy and helps make DNA, the genetic material in all cells. Vitamin B12 also helps prevent a type of anemia called megaloblastic anemia that makes people tired and weak. In 2025, global Vitamin B12 production reached approximately 148 MT.

The global vitamin B12 market is growing steadily, driven by a broad expansion in both consumer wellness and clinical nutrition needs. Growth tends to be consistent rather than explosive, reflecting B12's role as a staple micronutrient that benefits from recurring, long-term consumption patterns. As more brands enter supplements and functional foods, B12 increasingly shows up across a wider range of everyday products, which supports gradual, durable market expansion.

Demand is rising mainly because more people are paying attention to deficiency risk and preventative health—especially among older adults and people who eat little or no animal products. Fortified foods are becoming more common, and supplement formats have diversified (tablets, gummies, liquids, sprays, sublingual forms), helping reach new consumer segments. Clinical usage also contributes, since B12 remains a standard therapy for certain deficiency-related conditions, reinforcing baseline demand regardless of consumer trends.

On the supply side, market growth can be uneven quarter to quarter because B12 production is concentrated among a limited number of fermentation-based manufacturers and the value chain can be sensitive to capacity shifts, quality/regulatory requirements, and logistics. This can create periods where prices tighten or availability fluctuates, prompting buyers to adjust inventories. Even with these short-term swings, the overall direction remains upward as B12 continues to be embedded in global nutrition, healthcare, and fortification programs.

This report studies the global Vitamin B12 production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Vitamin B12 and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Vitamin B12 that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Vitamin B12 total production and demand, 2021-2032, (Tons)

Global Vitamin B12 total production value, 2021-2032, (USD Million)

Global Vitamin B12 production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Tons), (based on production site)

Global Vitamin B12 consumption by region & country, CAGR, 2021-2032 & (Tons)

U.S. VS China: Vitamin B12 domestic production, consumption, key domestic manufacturers and share

Global Vitamin B12 production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Tons)

Global Vitamin B12 production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

Global Vitamin B12 production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

This report profiles key players in the global Vitamin B12 market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Ouroboros, North China Pharmaceutical Group, Hebei Yufeng, Ningxia Jinwei, Hebei Huarong Pharmaceutical, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Vitamin B12 market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Tons) and average price (USD/MT) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Vitamin B12 Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Vitamin B12 Market, Segmentation by Type:

Content 98%

Content 2%

Content 1%

Others

Global Vitamin B12 Market, Segmentation by Feature:

Food Grade

Feed Grade

Global Vitamin B12 Market, Segmentation by Channel:

Direct Selling

Distribution

Global Vitamin B12 Market, Segmentation by Application:

Feed Industry

Pharmaceutical Industry

Food Industry

Daily Chemicals and Environmental Protection

Cosmetics

Other

Companies Profiled:

Ouroboros

North China Pharmaceutical Group

Hebei Yufeng

Ningxia Jinwei

Hebei Huarong Pharmaceutical

Key Questions Answered:

1. How big is the global Vitamin B12 market?
2. What is the demand of the global Vitamin B12 market?
3. What is the year over year growth of the global Vitamin B12 market?
4. What is the production and production value of the global Vitamin B12 market?
5. Who are the key producers in the global Vitamin B12 market?
6. What are the growth factors driving the market demand?

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