

Global Vitamin D Gummies Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Vitamin D Gummies market size is expected to reach \$ 1582 million by 2032, rising at a market growth of 7.3% CAGR during the forecast period (2026-2032).

Vitamin D Gummies are dietary supplements that incorporate vitamin D2 or, more commonly, vitamin D3 into a pectin- or gelatin-based gummy format. They are typically positioned for children, adults, women, older adults, or bone and immune health support, with common dosage levels including 400 IU, 600 IU, 1,000 IU, 2,000 IU and higher strengths. In 2025, Global Vitamin D Gummies sales are estimated at about 310 million bottles, with an average ex-works price of around 3.2 US\$/bottle. The value chain includes upstream vitamin D3 ingredients, pectin or gelatin, syrups, sweeteners, flavors, colors, oil-emulsion systems and bottle packaging; midstream gummy supplement contract manufacturers and brands; and downstream channels including pharmacies, supermarkets, e-commerce, baby-care channels, health stores and warehouse clubs.

The Vitamin D Gummies market is driven by rising consumer awareness of preventive health, expanding populations with limited sun exposure, growing supplementation needs among children and older adults, and the shift from traditional tablets or capsules to more convenient gummy formats. Vitamin D is strongly associated with calcium absorption, bone health, muscle function and immune-related wellness, making consumers more willing to purchase it as a daily nutritional supplement. Indoor work lifestyles, reduced outdoor activity, stronger sunscreen habits and insufficient winter sunlight in some regions have further increased attention to vitamin D intake gaps. The gummy format offers better taste, easier consumption and stronger appeal to consumers who dislike swallowing pills, especially children, young women and older adults, while also encouraging product upgrades toward sugar-free, low-sugar, pectin-

based vegan, gelatin-free and combined formulas such as vitamin D with calcium, vitamin K2 or vitamin C. Future competition is expected to move beyond dosage alone toward formulation differentiation, clean-label positioning, sugar reduction, third-party testing and stronger consumer-channel branding.

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

This report is a detailed and comprehensive analysis of the world market for Vitamin D Gummies 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 D Gummies that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Vitamin D Gummies total production and demand, 2021-2032, (million Bottles)

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

Global Vitamin D Gummies production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (million Bottles), (based on production site)

Global Vitamin D Gummies consumption by region & country, CAGR, 2021-2032 & (million Bottles)

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

Global Vitamin D Gummies production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (million Bottles)

Global Vitamin D Gummies production by Type, production, value, CAGR, 2021-2032, (USD Million) & (million Bottles)

Global Vitamin D Gummies production by Sales Channel, production, value, CAGR, 2021-2032, (USD Million) & (million Bottles)

This report profiles key players in the global Vitamin D Gummies 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 Pharmavite, Church & Dwight, OLLY, SmartyPants Vitamins, Bayer, Goli Nutrition, Nordic Naturals, Nature's Bounty, Jamieson Wellness, Herband, 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 D Gummies market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (million Bottles) and average price (US\$/Bottle) by manufacturer, by Type, and by Sales Channel. 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 D Gummies Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Vitamin D Gummies Market, Segmentation by Type:

Vitamin D3 Gummies

Vitamin D2 Gummies

Multivitamin With Vitamin D Gummies

Others

Global Vitamin D Gummies Market, Segmentation by Consumer Group:

Kids

Adult

Global Vitamin D Gummies Market, Segmentation by Gummy Base:

Pectin Gummies

Gelatin Gummies

Sugar-Free Gummies

Others

Global Vitamin D Gummies Market, Segmentation by Sales Channel:

Online Sales

Offline Sales

Companies Profiled:

Pharmavite

Church & Dwight

OLLY

SmartyPants Vitamins

Bayer

Goli Nutrition

Nordic Naturals

Nature's Bounty

Jamieson Wellness

Herbaland

Amapharm

Sirio Pharma

Better Nutritionals

Piping Rock Health Products

Swisse

BYHEALTH

Key Questions Answered:

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

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