

# Global Wheat Germ Oil Softgel Capsules Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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## Abstracts

According to our (Global Info Research) latest study, the global Wheat Germ Oil Softgel Capsules market size was valued at US\$ 526 million in 2025 and is forecast to a readjusted size of US\$ 800 million by 2032 with a CAGR of 6.2% during review period.

In 2024, the global annual production capacity of wheat germ oil softgel capsules was approximately 65 million bottles, while actual production reached around 48 million bottles. The average global market price was about US\$10 per bottle, and the gross profit margin for major manufacturers ranged between 30% and 45%. Wheat germ oil softgel capsules are dietary supplements made from cold-pressed or refined wheat germ oil, naturally rich in vitamin E, essential fatty acids, and antioxidants. These capsules support skin health, cellular protection, reproductive wellness, and immune function. They offer a convenient and stable form for daily nutritional intake.

Upstream involves wheat germ raw materials, cold-press extraction equipment, crude wheat germ oil suppliers, antioxidants (vitamin E stabilizers), gelatin, and glycerin. Midstream includes refined wheat germ oil processors, tocopherol enrichment facilities, softgel manufacturers (OEM/ODM), and packaging companies. Major producers are located in China, Europe, and North America. Downstream channels include pharmacies, beauty & wellness brands, e-commerce supplement platforms, and cosmetic nutrition markets. End consumers focus on vitamin E content, extraction method (cold-pressed vs refined), oxidation stability, and clean-label formulas.

The market for wheat germ oil softgel capsules is expanding as consumers increasingly value natural vitamin E sources and clean-label nutritional supplements. Wheat germ oil is recognized for its high antioxidant content and benefits for skin health, reproductive

support, and cellular protection, making it popular in both wellness and beauty-related markets. Advances in cold-press extraction and micro-filtration technologies are enhancing oil purity and reducing oxidation risks, improving product stability. With e-commerce channels driving accessibility and rising interest in plant-derived oils, demand is growing steadily in Asia-Pacific, Europe, and North America. The shift toward natural, minimally processed supplements further strengthens the market, although competition from other vitamin E-rich oils remains. Overall, premium formulations and functional beauty positioning will continue shaping market development.

This report is a detailed and comprehensive analysis for global Wheat Germ Oil Softgel Capsules market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

### **Key Features:**

Global Wheat Germ Oil Softgel Capsules market size and forecasts, in consumption value (\$ Million), sales quantity (K Bottles), and average selling prices (US\$/Bottle), 2021-2032

Global Wheat Germ Oil Softgel Capsules market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Bottles), and average selling prices (US\$/Bottle), 2021-2032

Global Wheat Germ Oil Softgel Capsules market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Bottles), and average selling prices (US\$/Bottle), 2021-2032

Global Wheat Germ Oil Softgel Capsules market shares of main players, shipments in revenue (\$ Million), sales quantity (K Bottles), and ASP (US\$/Bottle), 2021-2026

### **The Primary Objectives in This Report Are:**

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Wheat Germ Oil Softgel Capsules

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Wheat Germ Oil Softgel Capsules market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Now Foods, Puritan's Pride, Solgar, Swanson, Nature's Bounty, GNC, Healthy Care, Blackmores, Kirkland Signature, Spring Valley, etc.

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

## **Market Segmentation**

Wheat Germ Oil Softgel Capsules market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Refined Wheat Germ Oil Softgel

Unrefined Wheat Germ Oil Capsule

Market segment by Supplement Type

Pure Wheat Germ Oil Softgel

Wheat Germ Oil + Vitamin Blend

Wheat Germ Oil + Herbal Extract

Others

### Market segment by Application

Antioxidant Protection

Endocrine Regulation

Fertility Health

Sports Recovery

Skin Moisturizing

### Major players covered

Now Foods

Puritan's Pride

Solgar

Swanson

Nature's Bounty

GNC

Healthy Care

Blackmores

Kirkland Signature

Spring Valley

BY-HEALTH

Swisse

Conba

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

**The content of the study subjects, includes a total of 15 chapters:**

Chapter 1, to describe Wheat Germ Oil Softgel Capsules product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Wheat Germ Oil Softgel Capsules, with price, sales quantity, revenue, and global market share of Wheat Germ Oil Softgel Capsules from 2021 to 2026.

Chapter 3, the Wheat Germ Oil Softgel Capsules competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Wheat Germ Oil Softgel Capsules breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market

share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Wheat Germ Oil Softgel Capsules market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Wheat Germ Oil Softgel Capsules.

Chapter 14 and 15, to describe Wheat Germ Oil Softgel Capsules sales channel, distributors, customers, research findings and conclusion.

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