

# **Prenatal Vitamin Ingredients Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 - 2032**

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## **Abstracts**

The Global Prenatal Vitamin Ingredients Market was valued at USD 73.2 million in 2023. Projections indicate a growth of 6.1% CAGR from 2024 to 2032. The market expansion is largely attributed to heightened well-being concerns among pregnant women. As awareness of the importance of vital vitamins grows, there is a pronounced shift towards a more balanced diet. These ingredients not only mitigate the risk of lifestyle disorders by supplying essential nutrients but also boost metabolic functions, driving the market's momentum. In 2022, the WHO reported that over 9.5 million pregnant women globally suffered from night blindness.

This statistic is anticipated to bolster the demand for Vitamin A ingredients in the coming years. Nutritional requirements surge during pregnancy, catering to both the mother and the developing baby. These ingredients play a pivotal role in fetal growth, anemia prevention, ensuring optimal birth weight, and enhancing maternal health. Furthermore, heightened R&D activities endorsing prenatal ingredient consumption, coupled with increased endorsements from medical professionals, are set to amplify product demand.

The overall industry is segmented into product, form, function, and region. The vitamins segment is anticipated to generate USD 56 million and showcase a 5.3% CAGR through 2032. This growth is driven by the rising incorporation of vitamins D and B in prenatal formulations, recognized for their roles in promoting healthy bone development and alleviating fatigue. These vitamins also enhance dietary iron absorption and play a crucial role in preventing birth defects like spina bifida. As consumers become more aware of the benefits of vitamins for cell health, skin vitality, and eyesight, the market is poised for constructive growth.

The tablet segment in the prenatal vitamin ingredients market commanded a 37.81% share in 2023, translating to USD 27.68 million. Projections indicate a growth rate of

5.9% CAGR from 2024 to 2032. This dominance is largely due to the widespread acceptance and user-friendliness of tablets. They present a convenient and cost-effective solution for both manufacturers and consumers, ensuring accurate dosages and prolonged shelf life. Their established trust among consumers, combined with a diverse range of formulations catering to specific prenatal needs, further cements their popularity. North America market for prenatal vitamin ingredients is set to reach USD 47.61 million, with a projected CAGR of 6.3% from 2024 to 2032. This growth is fueled by heightened consumer awareness regarding product benefits and a surge in health supplement expenditures. Additionally, as more women join the workforce, there is a rising demand for high-performance supplements that combat fatigue during pregnancy.

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