

# **Asia Pacific Vitamin And Mineral Premixes Market Size, Share & Trends Analysis Report By Application (Food & Beverage, Pharmaceutical, Animal Feed), By Form (Powder/Dry, Liquid), By Product, By Country, And Segment Forecasts, 2025 - 2030**

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## **Abstracts**

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### **Market Size & Trends**

The Asia Pacific vitamin and mineral premixes market size was estimated at USD 2.79 billion in 2024 and is projected to grow at a CAGR of 7.2% from 2025 to 2030. This can be attributed to rising health awareness, growing demand for fortified food and beverages, and increasing prevalence of micronutrient deficiencies. In addition, government initiatives promoting nutritional supplementation, rapid urbanization, and the growth of the animal nutrition industry further fuel market expansion across the region.

The Asia Pacific vitamin and mineral premixes industry is experiencing strong growth due to rising consumer awareness around health, wellness, and preventive nutrition. As lifestyle-related diseases and micronutrient deficiencies become more prevalent, consumers are increasingly turning to fortified food, beverages, and dietary supplements to maintain overall health. This shift in consumer behavior is especially prominent in urban centers where education and income levels are rising.

According to the World Health Organization, in the Asia Pacific region, an estimated 244 million women and 83 million children are affected by anemia, primarily due to iron deficiency, highlighting a significant public health concern. Simultaneously, the

prevalence of diabetes is rising sharply; for instance, in Sri Lanka, the age-standardized prevalence of diabetes among individuals aged 30 and older was 31.2% in 2022, equating to approximately 4.2 million people, with nearly 41% not receiving treatment. These health challenges are driving demand for fortified products, as consumers seek proactive solutions to enhance their nutritional intake and overall well-being.

A key driver is the increasing role of food and beverage companies in product innovation, as they seek to differentiate their offerings with added functional benefits. Manufacturers are actively incorporating vitamin and mineral premixes into a wide array of products-from dairy and cereals to snacks and infant nutrition-to meet evolving consumer expectations for nutritious, convenient options. For instance, in September 2023, Prinova launched a new line of premix solutions tailored for the Asia-Pacific market, aimed at enhancing nutritional offerings in food and beverage products. This initiative focuses on providing customized blends that cater to local tastes and dietary needs, thereby supporting manufacturers in developing innovative products. The premixes include a variety of vitamins essential for health, such as Vitamin A, B vitamins (including B1, B2, B3, B6, and B12), Vitamin C, Vitamin D, and Vitamin E.

Regulatory support and food fortification programs by regional governments further reinforce this trend. For example, in India, the Food Safety and Standards Authority of India (FSSAI), through the Food Fortification Resource Centre (FFRC), promotes large-scale fortification of staples like rice, wheat flour, and edible oil. These efforts, aimed at addressing micronutrient deficiencies, rely on the use of vitamin and mineral premixes, which create consistent demand for these products across both public nutrition schemes and commercial food production. Such initiatives encourage local food manufacturers to adopt fortification and support the premix market's growth by driving the need for standardized, nutrient-rich formulations.

In addition to human consumption, the market is also being driven by the animal feed industry. With growing demand for high-quality protein and improved livestock productivity, producers are increasingly adopting nutrient-enriched feed premixes to support animal health and performance. This multi-sectoral demand across both human and animal nutrition is creating a robust and expanding market landscape for vitamin and mineral premixes in the Asia Pacific region. For instance, in January 2021, Trouw Nutrition, the animal nutrition division of the Dutch global company Nutreco, launched a technologically advanced greenfield project in Jadcherla (Hyderabad), India. This initiative marks a significant milestone as it aims to provide high-quality minerals, vitamin premixes, mineral blends, and feed safety solutions tailored for customers

across South Asia. The facility will serve various species, including poultry, dairy, aquaculture, and pets.

## Asia Pacific Vitamin And Mineral Premixes Market Report Segmentation

This report forecasts revenue growth at the country levels and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the Asia Pacific vitamin and mineral premixes market report based on application, form, product, and region.

### Application Outlook (Revenue, USD Million, 2018 - 2030)

Food & Beverage

Animal Feed

Pharmaceutical

Personal Care & Cosmetics

Others

### Form Outlook (Revenue, USD Million, 2018 - 2030)

Powder/Dry

Liquid

### Product Mode Outlook (Revenue, USD Million, 2018 - 2030)

Vitamin Premixes

Mineral Premixes

Vitamin & Mineral Blends

### Regional Outlook (Revenue, USD Million, 2018 - 2030)

China

Japan

India

Australia

South Korea

### **Companies Mentioned**

NAGASE & CO., LTD.

Archer Daniels Midland Company (ADM)

Nutreco

dsm-firmenich

Glanbia PLC

Corbion

SternVitamin GmbH & Co. KG

Barentz

FENCHEM

AMINO GmbH

## Contents

### **CHAPTER 1. METHODOLOGY AND SCOPE**

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
  - 1.3.1. Purchased Database
  - 1.3.2. GVR's Internal Database
  - 1.3.3. Secondary Sources & Third-Party Perspectives
  - 1.3.4. Primary Research
- 1.4. Information Analysis
  - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

### **CHAPTER 2. EXECUTIVE SUMMARY**

- 2.1. Market Outlook
- 2.2. Application Outlook
- 2.3. Form Outlook
- 2.4. Product Outlook
- 2.5. Competitive Landscape Outlook

### **CHAPTER 3. ASIA PACIFIC VITAMIN AND MINERAL PREMIXES MARKET VARIABLES, TRENDS & SCOPE**

- 3.1. Market Introduction
  - 3.1.1. Vitamin and Mineral Premixes Market Size & Growth Rate, 2018 - 2030 (USD Million)
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis
  - 3.3.1. Vending Machine Operator's Analysis
  - 3.3.2. Profit Margin Analysis
- 3.4. Market Dynamics
  - 3.4.1. Market Driver Analysis
  - 3.4.2. Market Restraint Analysis
  - 3.4.3. Market Opportunities
  - 3.4.4. Market Challenges

3.5. Industry Analysis - Porter's Five Forces Analysis

3.6. Market Entry Strategies

## **CHAPTER 4. ASIA PACIFIC VITAMIN AND MINERAL PREMIXES MARKET: CONSUMER BEHAVIOR ANALYSIS**

4.1. Demographic Analysis

4.2. Consumer Trends & Preferences

4.3. Factors Influencing Buying Behavior

4.4. Consumer Product Adoption Trends

4.5. Key Observations & Findings

## **CHAPTER 5. ASIA PACIFIC VITAMIN AND MINERAL PREMIXES MARKET: APPLICATION MODE ESTIMATES & TREND ANALYSIS**

5.1. Vitamin and Mineral Premixes Market: Application Outlook

5.2. Application Movement Analysis & Market Share, 2024 & 2030

5.3. Market Estimates & Forecasts, by Application, 2018 - 2030 (USD Million)

5.3.1. Food & Beverage

5.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)

5.3.2. Animal Feed

5.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)

5.3.3. Pharmaceutical

5.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)

5.3.4. Personal Care & Cosmetics

5.3.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)

5.3.5. Others

5.3.5.1. Market estimates and forecast, 2018 - 2030 (USD Million)

## **CHAPTER 6. ASIA PACIFIC VITAMIN AND MINERAL PREMIXES MARKET: PRODUCT ESTIMATES & TREND ANALYSIS**

6.1. Vitamin and Mineral Premixes Market, by Product: Key Takeaways

6.2. Product Movement Analysis & Market Share, 2024 & 2030

6.3. Market Estimates & Forecasts, by Product, 2018 - 2030 (USD Million)

6.3.1. Vitamin Premixes

6.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)

6.3.2. Mineral Premixes

6.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)

### 6.3.3. Vitamin & Mineral Blends

#### 6.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)

## **CHAPTER 7. ASIA PACIFIC VITAMIN AND MINERAL PREMIXES MARKET: FROM ESTIMATES & TREND ANALYSIS**

### 7.1. Vitamin and Mineral Premixes Market, by Form: Key Takeaways

### 7.2. Form Movement Analysis & Market Share, 2024 & 2030

### 7.3. Market Estimates & Forecasts, by Location, 2018 - 2030 (USD Million)

#### 7.3.1. Powder/Dry

##### 7.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)

#### 7.3.2. Liquid

##### 7.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)

## **CHAPTER 8. ASIA PACIFIC VITAMIN AND MINERAL PREMIXES MARKET: REGIONAL ESTIMATES & TREND ANALYSIS**

### 8.1. Vitamin and Mineral Premixes Market: Regional Outlook

### 8.2. Regional Movement Analysis & Market Share, 2024 & 2030

### 8.3. Market Estimates & Forecasts, by Country, 2018 - 2030 (USD Million)

#### 8.3.1. China

##### 8.3.1.1. Key country dynamics

##### 8.3.1.2. Market estimates and forecast, 2018 - 2030 (USD Million)

#### 8.3.2. India

##### 8.3.2.1. Key country dynamics

##### 8.3.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)

#### 8.3.3. Japan

##### 8.3.3.1. Key country dynamics

##### 8.3.3.2. Market estimates and forecast, 2018 - 2030 (USD Million)

#### 8.3.4. Australia & New Zealand

##### 8.3.4.1. Key country dynamics

##### 8.3.4.2. Market estimates and forecast, 2018 - 2030 (USD Million)

#### 8.3.5. South Korea

##### 8.3.5.1. Key country dynamics

##### 8.3.5.2. Market estimates and forecast, 2018 - 2030 (USD Million)

## **CHAPTER 9. COMPETITIVE ANALYSIS**

### 9.1. Recent Developments & Impact Analysis by Key Market Participants

- 9.2. Company Categorization
- 9.3. Participant's Overview
- 9.4. Financial Performance
- 9.5. Product Benchmarking
- 9.6. Company Market Share Analysis, 2024 (%)
- 9.7. Company Heat Map Analysis
- 9.8. Strategy Mapping
- 9.9. Company Profiles
  - 9.9.1. NAGASE & CO., LTD.
    - 9.9.1.1. Company Overview
    - 9.9.1.2. Financial Performance
    - 9.9.1.3. Product Portfolios
    - 9.9.1.4. Strategic Initiatives
  - 9.9.2. Archer Daniels Midland Company (ADM)
    - 9.9.2.1. Company Overview
    - 9.9.2.2. Financial Performance
    - 9.9.2.3. Product Portfolios
    - 9.9.2.4. Strategic Initiatives
  - 9.9.3. Nutreco
    - 9.9.3.1. Company Overview
    - 9.9.3.2. Financial Performance
    - 9.9.3.3. Product Portfolios
    - 9.9.3.4. Strategic Initiatives
  - 9.9.4. dsm-firmenich
    - 9.9.4.1. Company Overview
    - 9.9.4.2. Financial Performance
    - 9.9.4.3. Product Portfolios
    - 9.9.4.4. Strategic Initiatives
  - 9.9.5. Glanbia PLC
    - 9.9.5.1. Company Overview
    - 9.9.5.2. Financial Performance
    - 9.9.5.3. Product Portfolios
    - 9.9.5.4. Strategic Initiatives
  - 9.9.6. Corbion
    - 9.9.6.1. Company Overview
    - 9.9.6.2. Financial Performance
    - 9.9.6.3. Product Portfolios
    - 9.9.6.4. Strategic Initiatives
  - 9.9.7. SternVitamin GmbH & Co. KG



- 9.9.7.1. Company Overview
- 9.9.7.2. Financial Performance
- 9.9.7.3. Product Portfolios
- 9.9.7.4. Strategic Initiatives
- 9.9.8. Barentz
  - 9.9.8.1. Company Overview
  - 9.9.8.2. Financial Performance
  - 9.9.8.3. Product Portfolios
  - 9.9.8.4. Strategic Initiatives
- 9.9.9. FENCHEM
  - 9.9.9.1. Company Overview
  - 9.9.9.2. Financial Performance
  - 9.9.9.3. Product Portfolios
  - 9.9.9.4. Strategic Initiatives
- 9.9.10. AMINO GmbH
  - 9.9.10.1. Company Overview
  - 9.9.10.2. Financial Performance
  - 9.9.10.3. Product Portfolios
  - 9.9.10.4. Strategic Initiatives

## List Of Tables

### LIST OF TABLES

Table 1 Vitamin and mineral premixes market - Key market driver analysis

Table 2 Vitamin and mineral premixes market - Key market restraint analysis

Table 3 Vitamin and mineral premixes market estimates & forecast, by application (USD Million)

Table 4 Vitamin and mineral premixes market estimates & forecast, by form (USD Million)

Table 5 Vitamin and mineral premixes market estimates & forecast, by product (USD Million)

Table 6 China macro-economic outlay

Table 7 China vitamin and mineral premixes market estimates and forecast, 2018 - 2030 (USD Million)

Table 8 China vitamin and mineral premixes market revenue estimates and forecast by application, 2018 - 2030 (USD Million)

Table 9 China vitamin and mineral premixes market revenue estimates and forecast by form, 2018 - 2030 (USD Million)

Table 10 China vitamin and mineral premixes market revenue estimates and forecast by product, 2018 - 2030 (USD Million)

Table 11 Japan macro-economic outlay

Table 12 Japan vitamin and mineral premixes market estimates and forecast, 2018 - 2030 (USD Million)

Table 13 Japan vitamin and mineral premixes market revenue estimates and forecast by application, 2018 - 2030 (USD Million)

Table 14 Japan vitamin and mineral premixes market revenue estimates and forecast by form, 2018 - 2030 (USD Million)

Table 15 Japan vitamin and mineral premixes market revenue estimates and forecast by product, 2018 - 2030 (USD Million)

Table 16 India macro-economic outlay

Table 17 India vitamin and mineral premixes market estimates and forecast, 2018 - 2030 (USD Million)

Table 18 India vitamin and mineral premixes market revenue estimates and forecast by application, 2018 - 2030 (USD Million)

Table 19 India vitamin and mineral premixes market revenue estimates and forecast by form, 2018 - 2030 (USD Million)

Table 20 India vitamin and mineral premixes market revenue estimates and forecast by product, 2018 - 2030 (USD Million)

Table 21 Australia macro-economic outlay

Table 22 Australia vitamin and mineral premixes market estimates and forecast, 2018 - 2030 (USD Million)

Table 23 Australia vitamin and mineral premixes market revenue estimates and forecast by application, 2018 - 2030 (USD Million)

Table 24 Australia vitamin and mineral premixes market revenue estimates and forecast by form, 2018 - 2030 (USD Million)

Table 25 Australia vitamin and mineral premixes market revenue estimates and forecast by product, 2018 - 2030 (USD Million)

Table 26 South Korea vitamin and mineral premixes market revenue estimates and forecast by form, 2018 - 2030 (USD Million)

Table 27 South Korea vitamin and mineral premixes market revenue estimates and forecast by product, 2018 - 2030 (USD Million)

Table 28 Recent developments & impact analysis by key market participants

Table 29 Company market share, 2024

Table 30 Company heat map analysis

Table 31 Companies undergoing key strategies

## List Of Figures

### LIST OF FIGURES

- Fig. 1 Household Appliances market segmentation
- Fig. 2 Information procurement
- Fig. 3 Primary research pattern
- Fig. 4 Primary research approaches
- Fig. 5 Primary research process
- Fig. 6 Market snapshot
- Fig. 7 Product snapshot
- Fig. 8 Location snapshot
- Fig. 9 Payment Mode snapshot
- Fig. 10 Regional snapshot
- Fig. 11 Competitive landscape snapshot
- Fig. 12 Vitamin and mineral premixes market size, 2018 to 2030 (USD Million)
- Fig. 13 Vitamin and mineral premixes market: Penetration & growth prospect mapping
- Fig. 14 Vitamin and mineral premixes market: Value chain analysis
- Fig. 15 Vitamin and mineral premixes market: Profit margin analysis
- Fig. 16 Vitamin and mineral premixes market: Market dynamics
- Fig. 17 Vitamin and mineral premixes market: Porter's five forces analysis
- Fig. 18 Vitamin and mineral premixes market, by application: Key Takeaways
- Fig. 19 Vitamin and mineral premixes market: Application movement analysis, 2024 & 2030 (%)
- Fig. 20 Vitamin and mineral premixes for food & beverage market estimates and forecast, 2018 - 2030 (USD Million)
- Fig. 21 Vitamin and mineral premixes for animal feed market estimates and forecast, 2018 - 2030 (USD Million)
- Fig. 22 Vitamin and mineral premixes for pharmaceutical market estimates and forecast, 2018 - 2030 (USD Million)
- Fig. 23 Vitamin and mineral premixes for personal care & cosmetics market estimates and forecast, 2018 - 2030 (USD Million)
- Fig. 24 Vitamin and minerals premixes for other applications market estimates and forecast, 2018 - 2030 (USD Million)
- Fig. 25 Vitamin and mineral premixes market, by form: Key Takeaways
- Fig. 26 Vitamin and mineral premixes market: Form movement analysis, 2024 & 2030 (%)
- Fig. 27 Powder/Dry vitamin and mineral premixes market estimates and forecast, 2018 - 2030 (USD Million)

Fig. 28 Liquid vitamin and minerals premixes estimates and forecast, 2018 - 2030 (USD Million)

Fig. 29 Vitamin and mineral premixes market, by product: Key Takeaways

Fig. 30 Vitamin and mineral premixes market: Product mode movement analysis, 2024 & 2030 (%)

Fig. 31 Vitamin premixes market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 32 Mineral premixes market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 33 Vitamin and mineral blends market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 34 Regional marketplace: Key takeaways

Fig. 35 China vitamin and mineral premixes market estimates and forecast, 2018 - 2030 (USD Million)

Fig. 36 India vitamin and mineral premixes market estimates and forecast, 2018 - 2030 (USD Million)

Fig. 37 Japan vitamin and mineral premixes market estimates and forecast, 2018 - 2030 (USD Million)

Fig. 38 Australia vitamin and mineral premixes market estimates and forecast, 2018 - 2030 (USD Million)

Fig. 39 South Korea vitamin and mineral premixes market estimates and forecast, 2018 - 2030 (USD Million)

Fig. 40 Key company categorization

Fig. 41 Company market share analysis, 2024

Fig. 42 Strategic framework of the vitamin and mineral premixes market

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