

Europe Vitamin And Mineral Premixes Market Size, Share & Trends Analysis Report By Application (Pharmaceutical, Animal Feed, Food & Beverage, Personal Care & Cosmetics), 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 Europe vitamin and mineral premixes market size was estimated at USD 1.39 billion in 2024 and is expected to grow at a CAGR of 5.4% from 2025 to 2030. This can be attributed to rising health awareness, increased demand for fortified foods and beverages, and growing interest in preventive healthcare. In addition, the aging population and expanding use of premixes in animal feed and dietary supplements are driving demand across both human and animal nutrition sectors.

The European market is driven by rising health awareness and a strong focus on preventive healthcare. European consumers are increasingly proactive about managing their well-being, taking supplements and functional nutrition to support immunity, energy levels, and prevent chronic disease. This shift is especially evident among aging populations and health-focused younger demographics, which are key drivers of consistent demand.

A substantial portion of the European population is at risk of micronutrient deficiencies, with estimates suggesting that up to 70% may be affected. Deficiencies in essential

nutrients like vitamin D, calcium, iron, and iodine are particularly prevalent among vulnerable groups such as the elderly, children, and pregnant women. These health concerns have led to increased demand for fortified foods and supplements.

The market's growth is primarily fueled by the rising use of vitamin and mineral premixes in dietary supplements, clinical nutrition, and functional health products rather than broad food fortification. European consumers are turning to targeted solutions such as capsules, powders, and functional beverages to address specific health concerns like immunity, cognitive health, and bone strength. Manufacturers are developing highly tailored and scientifically supported formulations that comply with strict EFSA regulations, focusing on bioavailability, ingredient purity, and clean labeling to meet the high expectations of health-conscious consumers. For instance, in November 2024, SternVitamin GmbH & Co. KG presented nutrient premixes for meal replacement products and snacks at Food Ingredients Europe (FiE), showcasing solutions for the global food and beverage and dietary supplements industries.

The animal nutrition segment significantly contributes to market expansion. Premixes are widely used to ensure optimal feed quality and nutritional balance in livestock and pet food, particularly in poultry, swine, and dairy production. As European producers align with sustainability goals and strict safety regulations, the demand for traceable, nutrient-dense, and efficient premixes is growing steadily. This dual growth across human and animal nutrition sectors positions the European vitamin and mineral premix market for stable and long-term development through 2030.

Europe Vitamin And Mineral Premixes Market Report Segmentation

This report forecasts revenue growth at the country level 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 Europe 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

Country Outlook (Revenue, USD Million, 2018 - 2030)

Germany

UK

France

Italy

Spain

Companies Mentioned

NAGASE & CO., LTD.

Archer Daniels Midland Company (ADM)

Nutreco

dsm-firmenich

Glanbia PLC

Corbion

SternVitamin GmbH & Co. KG
Barentz
FENCHEM
AMINO GmbH

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