

# Prenatal Vitamin Supplements – A Global Market Overview

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## Abstracts

### Prenatal Vitamin Supplements Market Trends and Outlook

Prenatal Vitamins are supplements specifically consumed to prevent vitamin deficiency in women during pregnancy. They are available in various forms, including Powders, Tablets, Capsules and Gummies. As these supplements preserve the health of the expectant mother and the developing child, they are extremely beneficial. Prenatal vitamin supplements contain iron, calcium, vitamin D and folic acid that help in preventing birth abnormalities of the spine and brain, for which folic acid is highly crucial. During pregnancy, the body also needs iron to sustain the increased creation of red blood cells. In addition, calcium and vitamin D supports the child in developing teeth and bone in a healthy way.

Worldwide, the demand for Prenatal Vitamins is estimated at US\$636.4 million in 2024 and is anticipated to post a 2024-2030 CAGR of 7.4% to reach a projected US\$977.8 million by 2030.

The worldwide Prenatal Vitamin Supplements demand is expected to post a robust growth over the analysis period owing to several reasons, the major ones of which include growing awareness about the significance of proper nutrition & medication during pregnancy, deficiency of vital vitamins and minerals among expectant women due to sedentary & stress-filled lifestyles, initiatives by the government for promoting these supplements, more disposable income for improved health & wellbeing, well planned pregnancy by women to safeguard their and the unborn child's health, products made free of artificial preservatives & additives & composed of natural & organic substances and growing trend of certification of these products to gain consumer trust.

## Prenatal Vitamin Supplements Regional Market Analysis

Due to the growing use of Prenatal Vitamin Supplements by pregnant women in the region, North America leads the global market for these supplements. A high level of awareness among the local populace about the benefits of Prenatal Vitamin Supplements, large number of players in the market offering varied choices and federal initiatives promoting women's prenatal health are factors that are further driving North America's demand. However, Asia-Pacific's market for Prenatal Vitamin Supplements is likely to increase at the fastest rate over the analysis timeframe. Growing awareness among expectant mothers about the significance of healthy diet and medication during pregnancy, the high number of pregnant women in the region, availability of a wide selection of Prenatal Vitamin Supplements and rising disposable incomes among the middle classes, constituting bulk of the market, are some of the reasons for the region to grow at a rapid rate.

### Prenatal Vitamin Supplements Market Analysis by Product Form

By form, Tablets account for the largest market share among various Prenatal Supplements during the analysis period 2024-2030. The major contributing factors include easy storage, longer shelf-life, high consumer preference and easy manufacturing and managing as compared to the other forms. On the other hand, it is anticipated that the demand for Prenatal Vitamin Supplements in Capsule form will maintain the fastest growth, owing to simplicity in swallowing, provision of a more concentrated release of nutrients and ability to be manufactured with higher amounts of nutrients than other forms. Being made from plant-based sources would further drive the demand for Prenatal Vitamin Supplement Capsules, as against conventional medications.

### Prenatal Vitamin Supplements Market Analysis by Distribution Channel

Offline and Online are the two major distribution channels via which these supplements can be obtained. The Offline channel offers benefits to consumers in several ways, such as easy accessibility, providing physical examination before purchase and also obtain advice from pharmacists and healthcare professionals for choosing the right product form a wide variety, based on specific condition. However, factors, such as increasing trend of e-commerce with growing number of consumers due to the convenience of purchase, access to number of products, heavy discounts, free home-delivery, special offers and choice of comparing product with offline ones are driving Online mode as the fastest growing segment.

## Prenatal Vitamin Supplements Market Report Scope

This global report on Prenatal Vitamin Supplements analyzes the market based on forms and distribution channels. In addition to providing profiles of major companies operating in this space, the latest corporate and industrial developments have been covered to offer a clear panorama of how and where the market is progressing.

### Key Metrics

Historical Period: 2021-2023

Base Year: 2023

Forecast Period: 2024-2030

Units: Value market in US\$

Companies Mentioned: 55+

## Prenatal Vitamin Supplements Market by Geographic Region

North America (The United States, Canada and Mexico)

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

Asia-Pacific (China, Japan, India, South Korea and Rest of Asia-Pacific)

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

Rest of World (Middle East & Africa)

## Prenatal Vitamin Supplements Market by Form

Capsules

Gummies

Powders

Tablets

### Prenatal Vitamin Supplements Market by Distribution Channel

o Online

o Offline

? Direct Selling

? Pharmacies and Drug Stores

? Supermarkets/Hypermarkets

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Abbott Nutrition

Alora Pharmaceuticals LLC

Anona GmbH

Atrium Innovations, Inc.

Bayer AG

Bionova Life Sciences

Biotics Research Corporation

Bright Lifecare Pvt Ltd

Capstone Nutrition

Church & Dwight Co. Inc.

Country Life LLC

Direct Relief

Dr. Reddy's Laboratories Ltd

DSM Nutritional Products AG

Duchesnay Inc.

Exeltis USA, Inc.

Fermentis Life Sciences Pvt. Ltd.

GNC Holdings, Inc.

Garden of Life LLC

GlobalBees Brands Pvt Ltd

Harbin Pharmaceutical Group Co Ltd  
Jamieson Laboratories Ltd.  
Kikkoman Corp.  
Kobayashi Pharmaceutical Co Ltd  
Makers Nutrition, LLC  
Mead Johnson & Company LLC  
MegaFood  
Metagenics Inc.  
Natalis Inc.  
Nature's Way Products, LLC  
Nestle, S.A.  
New Chapter Inc.  
Nordic Naturals, Inc.  
Novus Life Sciences Pvt. Ltd.  
Nutramark, LLC  
Otsuka Holdings Co. Ltd.  
Premama, Inc.  
Pharmavite LLC  
Plantafood Medical GmbH  
PlusPlus Lifesciences LLP  
Procter & Gamble Company (New Chapter)  
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S.A. Mason Vitamins Inc.  
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Swisse Wellness PTY LTD  
Taisho Pharmaceutical Co Ltd  
The Clorox Co  
TherapeuticsMD Inc.  
Thorne Research Inc.  
Tsukazu Pharmaceutical Co Ltd  
Twinlab Consolidation Corporation  
USANA Health Sciences, Inc.  
Vertical Pharmaceuticals  
Vitabiotics India  
Vitamin Angels Inc.  
Vox Nutrition  
West Coast Pharmaceuticals  
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