

Vitamins Market by Type (Vitamin A, Vitamin B, Vitamin C, Vitamin D, Vitamin E, Vitamin K), Source (Natural, Synthetic), Application (Personal Care Products, Food and Beverages, Healthcare Products, and Others), and Region 2023-2028

<https://marketpublishers.com/r/VF96858DD6ADEN.html>

Date: July 2023

Pages: 146

Price: US\$ 2,499.00 (Single User License)

ID: VF96858DD6ADEN

Abstracts

Market Overview:

The global vitamins market size reached US\$ 13.86 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 19.7 Billion by 2028, exhibiting a growth rate (CAGR) of 6.30% during 2023-2028. Increasing consumer awareness regarding the importance of maintaining a healthy lifestyle and preventing nutritional deficiencies, rising prevalence of chronic diseases, the burgeoning geriatric population, and the incorporation of vitamins into functional foods and beverages are some of the key factors driving the market.

Vitamins are essential organic compounds that are crucial in maintaining good health and supporting various bodily functions. They are primarily obtained through our diet, although some can also be synthesized within our bodies. They are classified into two categories: fat-soluble vitamins (A, D, E, and K) and water-soluble vitamins (B-complex vitamins and vitamin C). Fat-soluble vitamins are stored in the body's fatty tissues, while water-soluble vitamins are not stored and need to be replenished regularly. They consist of different components, such as carbon, hydrogen, oxygen, and nitrogen, and each type serves specific functions. Vitamins work as coenzymes or precursors for enzymatic reactions, playing a crucial role in energy production, immune function, cell growth, and repair. They also act as antioxidants, protecting cells from damage caused by free radicals. Benefits of vitamins include improved vision, enhanced bone health, a stronger immune system, increased energy levels, and healthier skin.

Vitamins Market Trends:

The global vitamins market is driven primarily by increasing consumer awareness about the advantages of maintaining a healthy lifestyle and preventing nutritional deficiencies. Additionally, the escalating prevalence of chronic diseases, such as obesity and cardiovascular ailments, has led to a growing emphasis on preventive healthcare, thus promoting the consumption of vitamin supplements. The burgeoning geriatric population, the expansion of the nutraceutical industry, and the incorporation of vitamins into functional foods and beverages are also propelling the market growth. Furthermore, rapid technological advancements in product development, such as the introduction of innovative delivery formats and nanotechnology, and the surging influence of social media platforms and celebrity endorsements promoting the benefits of vitamins are influencing the market growth. Apart from this, the increasing disposable incomes, the growing popularity of vegan and vegetarian diets, and the integration of vitamins in personalized nutrition and wellness programs are contributing to the market growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global vitamins market, along with forecasts at the global, regional, and country levels from 2023-2028. Our report has categorized the market based on type, source, and application.

Type Insights:

- Vitamin A
- Vitamin B
- Vitamin C
- Vitamin D
- Vitamin E
- Vitamin K

The report has provided a detailed breakup and analysis of the vitamins market based on the type. This includes vitamins A, B, C, D, E, and K. According to the report, vitamin B represented the largest segment.

Source Insights:

- Natural
- Synthetic

A detailed breakup and analysis of the vitamins market based on the source has also been provided in the report. This includes natural and synthetic. According to the report, natural accounted for the largest market share.

Application Insights:

- Personal Care Products
- Food and Beverages
- Healthcare Products
- Others

The report has provided a detailed breakup and analysis of the vitamins market based on the application. This includes personal care products, food and beverages, healthcare products, and others.

Regional Insights:

- North America
 - United States
 - Canada
- Asia Pacific
 - China
 - Japan
 - India
 - South Korea
 - Australia
 - Indonesia
 - Others
- Europe
 - Germany
 - France
 - United Kingdom
 - Italy
 - Spain
 - Russia
 - Others
- Latin America
 - Brazil

Mexico

Others

Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Asia Pacific was the largest market for vitamins. Some of the factors driving the Asia Pacific vitamins market included the integration of vitamins in personalized nutrition and wellness programs, increasing focus on dietary supplements and sustainability, and strategic collaborations, mergers, and acquisitions among key players.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global vitamins market. Detailed profiles of all major companies have been provided. Some of the companies covered include BASF SE, Bluestar Adisseo (China National Bluestar (Group) Co. Ltd.), Farbest-Tallman Foods Corporation, Glanbia Plc, Jubilant Bhartia Group, Koninklijke DSM N.V., Stern-Wywiol Gruppe GmbH & Co. KG, Vertellus, Vitablend Nederland B.V., Zagro (Industria de Dise?o Textil S.A.), Zhejiang Garden Biopharmaceutical Co. Ltd., etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report:

How has the global vitamins market performed so far, and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global vitamins market?

What is the impact of each driver, restraint, and opportunity on the global vitamins market?

What are the key regional markets?

Which countries represent the most attractive vitamins market?

What is the breakup of the market based on the type?

Which is the most attractive type in the vitamins market?

What is the breakup of the market based on the source?

Which is the most attractive source in the vitamins market?

What is the breakup of the market based on the application?

Which is the most attractive application in the vitamins market?

What is the competitive structure of the global vitamins market?

Who are the key players/companies in the global vitamins market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL VITAMINS MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY TYPE

- 6.1 Vitamin A
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Vitamin B
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Vitamin C

- 6.3.1 Market Trends
- 6.3.2 Market Forecast
- 6.4 Vitamin D
 - 6.4.1 Market Trends
 - 6.4.2 Market Forecast
- 6.5 Vitamin E
 - 6.5.1 Market Trends
 - 6.5.2 Market Forecast
- 6.6 Vitamin K
 - 6.6.1 Market Trends
 - 6.6.2 Market Forecast

7 MARKET BREAKUP BY SOURCE

- 7.1 Natural
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Synthetic
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast

8 MARKET BREAKUP BY APPLICATION

- 8.1 Personal Care Products
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 Food and Beverages
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast
- 8.3 Healthcare Products
 - 8.3.1 Market Trends
 - 8.3.2 Market Forecast
- 8.4 Others
 - 8.4.1 Market Trends
 - 8.4.2 Market Forecast

9 MARKET BREAKUP BY REGION

- 9.1 North America

- 9.1.1 United States
 - 9.1.1.1 Market Trends
 - 9.1.1.2 Market Forecast
- 9.1.2 Canada
 - 9.1.2.1 Market Trends
 - 9.1.2.2 Market Forecast
- 9.2 Asia-Pacific
 - 9.2.1 China
 - 9.2.1.1 Market Trends
 - 9.2.1.2 Market Forecast
 - 9.2.2 Japan
 - 9.2.2.1 Market Trends
 - 9.2.2.2 Market Forecast
 - 9.2.3 India
 - 9.2.3.1 Market Trends
 - 9.2.3.2 Market Forecast
 - 9.2.4 South Korea
 - 9.2.4.1 Market Trends
 - 9.2.4.2 Market Forecast
 - 9.2.5 Australia
 - 9.2.5.1 Market Trends
 - 9.2.5.2 Market Forecast
 - 9.2.6 Indonesia
 - 9.2.6.1 Market Trends
 - 9.2.6.2 Market Forecast
 - 9.2.7 Others
 - 9.2.7.1 Market Trends
 - 9.2.7.2 Market Forecast
- 9.3 Europe
 - 9.3.1 Germany
 - 9.3.1.1 Market Trends
 - 9.3.1.2 Market Forecast
 - 9.3.2 France
 - 9.3.2.1 Market Trends
 - 9.3.2.2 Market Forecast
 - 9.3.3 United Kingdom
 - 9.3.3.1 Market Trends
 - 9.3.3.2 Market Forecast
 - 9.3.4 Italy

- 9.3.4.1 Market Trends
- 9.3.4.2 Market Forecast
- 9.3.5 Spain
 - 9.3.5.1 Market Trends
 - 9.3.5.2 Market Forecast
- 9.3.6 Russia
 - 9.3.6.1 Market Trends
 - 9.3.6.2 Market Forecast
- 9.3.7 Others
 - 9.3.7.1 Market Trends
 - 9.3.7.2 Market Forecast
- 9.4 Latin America
 - 9.4.1 Brazil
 - 9.4.1.1 Market Trends
 - 9.4.1.2 Market Forecast
 - 9.4.2 Mexico
 - 9.4.2.1 Market Trends
 - 9.4.2.2 Market Forecast
 - 9.4.3 Others
 - 9.4.3.1 Market Trends
 - 9.4.3.2 Market Forecast
- 9.5 Middle East and Africa
 - 9.5.1 Market Trends
 - 9.5.2 Market Breakup by Country
 - 9.5.3 Market Forecast

10 DRIVERS, RESTRAINTS, AND OPPORTUNITIES

- 10.1 Overview
- 10.2 Drivers
- 10.3 Restraints
- 10.4 Opportunities

11 VALUE CHAIN ANALYSIS

12 PORTERS FIVE FORCES ANALYSIS

- 12.1 Overview
- 12.2 Bargaining Power of Buyers

- 12.3 Bargaining Power of Suppliers
- 12.4 Degree of Competition
- 12.5 Threat of New Entrants
- 12.6 Threat of Substitutes

13 PRICE ANALYSIS

14 COMPETITIVE LANDSCAPE

- 14.1 Market Structure
- 14.2 Key Players
- 14.3 Profiles of Key Players
 - 14.3.1 BASF SE
 - 14.3.1.1 Company Overview
 - 14.3.1.2 Product Portfolio
 - 14.3.1.3 Financials
 - 14.3.1.4 SWOT Analysis
 - 14.3.2 Bluestar Adisseo (China National Bluestar (Group) Co. Ltd.)
 - 14.3.2.1 Company Overview
 - 14.3.2.2 Product Portfolio
 - 14.3.2.3 Financials
 - 14.3.3 Farbest-Tallman Foods Corporation
 - 14.3.3.1 Company Overview
 - 14.3.3.2 Product Portfolio
 - 14.3.4 Glanbia Plc
 - 14.3.4.1 Company Overview
 - 14.3.4.2 Product Portfolio
 - 14.3.4.3 Financials
 - 14.3.5 Jubilant Bhartia Group
 - 14.3.5.1 Company Overview
 - 14.3.5.2 Product Portfolio
 - 14.3.5.3 Financials
 - 14.3.6 Koninklijke DSM N.V.
 - 14.3.6.1 Company Overview
 - 14.3.6.2 Product Portfolio
 - 14.3.6.3 Financials
 - 14.3.6.4 SWOT Analysis
 - 14.3.7 Stern-Wywiol Gruppe GmbH & Co. KG
 - 14.3.7.1 Company Overview

- 14.3.7.2 Product Portfolio
- 14.3.8 Vertellus
 - 14.3.8.1 Company Overview
 - 14.3.8.2 Product Portfolio
- 14.3.9 Vitablend Nederland B.V.
 - 14.3.9.1 Company Overview
 - 14.3.9.2 Product Portfolio
- 14.3.10 Zagro (Industria de Dise?o Textil S.A.)
 - 14.3.10.1 Company Overview
 - 14.3.10.2 Product Portfolio
- 14.3.11 Zhejiang Garden Biopharmaceutical Co. Ltd.
 - 14.3.11.1 Company Overview
 - 14.3.11.2 Product Portfolio

List Of Tables

LIST OF TABLES

Table 1: Global: Vitamins Market: Key Industry Highlights, 2022 & 2028

Table 2: Global: Vitamins Market Forecast: Breakup by Type (in Million US\$), 2023-2028

Table 3: Global: Vitamins Market Forecast: Breakup by Source (in Million US\$), 2023-2028

Table 4: Global: Vitamins Market Forecast: Breakup by Application (in Million US\$), 2023-2028

Table 5: Global: Vitamins Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 6: Global: Vitamins Market: Competitive Structure

Table 7: Global: Vitamins Market: Key Players

List Of Figures

LIST OF FIGURES

- Figure 1: Global: Vitamins Market: Major Drivers and Challenges
- Figure 2: Global: Vitamins Market: Sales Value (in Billion US\$), 2017-2022
- Figure 3: Global: Vitamins Market Forecast: Sales Value (in Billion US\$), 2023-2028
- Figure 4: Global: Vitamins Market: Breakup by Type (in %), 2022
- Figure 5: Global: Vitamins Market: Breakup by Source (in %), 2022
- Figure 6: Global: Vitamins Market: Breakup by Application (in %), 2022
- Figure 7: Global: Vitamins Market: Breakup by Region (in %), 2022
- Figure 8: Global: Vitamins (Vitamin A) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 9: Global: Vitamins (Vitamin A) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 10: Global: Vitamins (Vitamin B) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 11: Global: Vitamins (Vitamin B) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 12: Global: Vitamins (Vitamin C) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 13: Global: Vitamins (Vitamin C) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 14: Global: Vitamins (Vitamin D) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 15: Global: Vitamins (Vitamin D) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 16: Global: Vitamins (Vitamin E) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 17: Global: Vitamins (Vitamin E) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 18: Global: Vitamins (Vitamin K) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 19: Global: Vitamins (Vitamin K) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 20: Global: Vitamins (Natural) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 21: Global: Vitamins (Natural) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 22: Global: Vitamins (Synthetic) Market: Sales Value (in Million US\$), 2017 &

2022

Figure 23: Global: Vitamins (Synthetic) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 24: Global: Vitamins (Personal Care Products) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 25: Global: Vitamins (Personal Care Products) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 26: Global: Vitamins (Food and Beverages) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 27: Global: Vitamins (Food and Beverages) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 28: Global: Vitamins (Healthcare Products) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 29: Global: Vitamins (Healthcare Products) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 30: Global: Vitamins (Other Applications) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 31: Global: Vitamins (Other Applications) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 32: North America: Vitamins Market: Sales Value (in Million US\$), 2017 & 2022

Figure 33: North America: Vitamins Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 34: United States: Vitamins Market: Sales Value (in Million US\$), 2017 & 2022

Figure 35: United States: Vitamins Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 36: Canada: Vitamins Market: Sales Value (in Million US\$), 2017 & 2022

Figure 37: Canada: Vitamins Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 38: Asia-Pacific: Vitamins Market: Sales Value (in Million US\$), 2017 & 2022

Figure 39: Asia-Pacific: Vitamins Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 40: China: Vitamins Market: Sales Value (in Million US\$), 2017 & 2022

Figure 41: China: Vitamins Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 42: Japan: Vitamins Market: Sales Value (in Million US\$), 2017 & 2022

Figure 43: Japan: Vitamins Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 44: India: Vitamins Market: Sales Value (in Million US\$), 2017 & 2022

Figure 45: India: Vitamins Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 46: South Korea: Vitamins Market: Sales Value (in Million US\$), 2017 & 2022

Figure 47: South Korea: Vitamins Market Forecast: Sales Value (in Million US\$), 2023-2028

- Figure 48: Australia: Vitamins Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 49: Australia: Vitamins Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 50: Indonesia: Vitamins Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 51: Indonesia: Vitamins Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 52: Others: Vitamins Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 53: Others: Vitamins Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 54: Europe: Vitamins Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 55: Europe: Vitamins Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 56: Germany: Vitamins Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 57: Germany: Vitamins Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 58: France: Vitamins Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 59: France: Vitamins Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 60: United Kingdom: Vitamins Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 61: United Kingdom: Vitamins Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 62: Italy: Vitamins Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 63: Italy: Vitamins Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 64: Spain: Vitamins Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 65: Spain: Vitamins Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 66: Russia: Vitamins Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 67: Russia: Vitamins Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 68: Others: Vitamins Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 69: Others: Vitamins Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 70: Latin America: Vitamins Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 71: Latin America: Vitamins Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 72: Brazil: Vitamins Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 73: Brazil: Vitamins Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 74: Mexico: Vitamins Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 75: Mexico: Vitamins Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 76: Others: Vitamins Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 77: Others: Vitamins Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 78: Middle East and Africa: Vitamins Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 79: Middle East and Africa: Vitamins Market: Breakup by Country (in %), 2022
- Figure 80: Middle East and Africa: Vitamins Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 81: Global: Vitamins Industry: Drivers, Restraints, and Opportunities

Figure 82: Global: Vitamins Industry: Value Chain Analysis

Figure 83: Global: Vitamins Industry: Porter's Five Forces Analysis

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