

Global Mixed Tocopherol Market - Forecasts from 2020 to 2025

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Abstracts

The global mixed tocopherol market is projected to grow at a CAGR of 4.79% to reach US\$3.088 billion by 2025 from US\$2.332 billion in 2019.

Dietary supplements are increasingly important for the wellbeing of the body and the maintenance of good health. According to the National Institutes of Health, there are many adults in the United States, who consume one or more vitamins or other dietary supplants daily. These are essential as dietary supplements, which contain a variety of vitamins, also contain minerals, herbs, amino acids and enzymes, which ensure the proper functioning of the body. Moreover, mixed tocopherols (Vitamin E) comes in many forms such as drinks, energy bars or tablets in order to appeal to the consumers of all age groups including the children, adolescents and adults. In addition, if mixed tocopherols are taken in combination with other vitamins such as Vitamin C and minerals, including zinc, copper, lutein, and zeaxanthin, they prove to be more beneficial than single vitamin doses and aid in slowing down vision loss in the individuals that suffer from age-related macular degeneration. Therefore, these factors are causing the demand of mixed tocopherols to increase and are leading to market growth over the forecast period.

Product launches and product offerings by major market players in the mixed tocopherol market

Furthermore, the rising interest among the market players in order to effectively increase and launch better mixed tocopherol supplements and products in the market is causing them to get involved intensely in order to increase their market share and to contribute to the growth of the market over the forecast period.

Some of the examples of product launches and offerings are as follows:

In January 2020, Impossible Foods Inc., which is a company involved in the manufacture of to-quality plant based food announce the launch of its new product called the Impossible Pork. The product has been made completely using plant base ingredients such as soy and coconut, and sunflower oil. Other ingredients that have been used to develop the vegan friendly meat product include, water, soy protein concentrate, coconut oil, natural flavors, with about 2% methylcellulose, cultures dextrose, modified corn starch, salt, yeast extract, soya leghemoglobin and mixed tocopherols among others.

In November 2019, Ritual, which is among the leading companies dealing in the provision of providing multivitamins to the consumers directly to the consumers through subscriptions, announced the launch of their new product called the “Essential for Women 50+”, a multivitamin product that has been developed for the women after tier menopause sets in. This product is the third product offering by the company, after the launch of their vegan multivitamin product. The new product launched, however, offers a high quality nutrient content sourced from best

ingredients globally, along with microalgae derived Omega-3 DHA, vegan Vitamin D3, a non-soy variant of the Vitamin K2 MK7, chelated magnesium, Vitamin E from mixed tocopherols among other ingredients.

The Asia Pacific region is estimated to hold a notable market share over the forecast period owing to the rising consumption by different individuals with instances of vitamin and mineral deficiencies and the affordability of these products. On the other hand, the North American region is estimated to hold a significant share over the forecast period owing to the well-established pharmaceutical industry and the rising investments being made into the healthcare development of better supplements.

The Asia Pacific region is estimated to hold a significant share over the forecast period owing to the fact that there are rising concerns among the individuals to lead a healthier lifestyle as well as there are a host of diseases and health problems associated with vitamin deficiencies in the countries such as India. Moreover, there is a wide variety of pharmaceutical and healthcare companies involved in the manufacture and provision of quality supplements at affordable prices. Which is attributable to the lower manufacturing cost in the country. Thus, this factor is contributing to the market share the region holds.

On the other hand, the North American region is estimated to hold a significant share over the forecast period owing to the fact that there are increasing number of investments being made into the development of enhanced and effectively formulated supplements in addition to the well-established and fast growing pharmaceutical industry in the countries such as US.

Segmentation:

By Product

Alpha Tocopherols

Beta Tocopherol

Gamma Tocopherol

Delta Tocopherol

By Form

Powder

Liquid

Gel

By Application

Food Preservation

Dietary Supplements

Animal and Pet Food

By Geography

North America

USA

Canada

Mexico

Others

South America

Brazil

Argentina

Others

Europe

Germany

France

United Kingdom

Spain

Others

Middle East and Africa

Saudi Arabia

Israel

Others

Asia Pacific

China

Japan

South Korea

India

Others

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