

# 2018 Top 5 Vitamin K2 Players in North America, Europe, Asia-Pacific, South America, Middle East and Africa

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## Abstracts

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Vitamin K2 is the term for a group of compounds called ‘menaquinones,’ which can be found mainly in dairy products. All K vitamins are similar in structure, but differ in the length of the “side chain”. The longer the side chain, the better effect and efficiency.

Vitamin K2 is a type of Vitamin K. The main function of Vitamin K is to activate the calcium-binding properties of proteins. Vitamin K1 is mostly involved in blood clotting, while Vitamin K2 helps regulate where calcium ends up in the body.

Vitamin K2 is important for the body to utilize calcium to build healthy, strong bones and to inhibit calcium deposits in the arteries.

In the international market, the marketing channels characteristic differ from company to company.

The international leading companies prefer sign contract with big marketing players or set their own big agents in some major countries and regions taking charge of regional business building their international market position.

Companies in developing countries such as China and India, in contrast, put more effort on direct selling business. They can act as exports at the same time, and it is a common phenomenon in this industry. As they do not have that much international brand influence, their product quality is not good enough when comparing with leading companies, however, they have price advantage. They like to expand their market share in developing countries and low-end international market.

Over the next five years, LPI(LP Information) projects that Vitamin K2 will register a 24.7% CAGR in terms of revenue, reach US\$ 270 million by 2023, from US\$ 73 million

in 2017.

This report studies the global market, especially in North America, Europe, Asia-Pacific, South America, Middle East and Africa, focuses on the top 5 players in each region, with sales, price, revenue and market share from 2013 to 2018, the top players:

Kappa Bioscience

NattoPharma

Gnosis

DSM

Viridis BioPharma

Frutarom

DuPont Nutrition & Health

GeneFerm Biotechnology

Shanghai Reson Biotech

Guangdong Goodscend

Seebio Biotech

Kyowa Hakko

Market Segment by Regions, this report splits Global into several key Regions, with sales, revenue, market share of top players in these regions, from 2013 to 2018 (forecast), like

North America (United States, Canada and Mexico)

Asia-Pacific (China, Japan, Southeast Asia, India and Korea)

Europe (Germany, UK, France, Italy and Russia etc.)

South America (Brazil, Chile, Peru and Argentina)

Middle East and Africa (Egypt, South Africa, Saudi Arabia)

Split by Product Types, with sales, revenue, price, market share of each type, can be divided into

MK-7

MK-4

Other

Split by applications, this report focuses on sales, market share and growth rate in each application, can be divided into

Powder

Oil

## Contents

### 1 VITAMIN K2 MARKET OVERVIEW

#### 1.1 Product Overview and Scope of Vitamin K2

#### 1.2 Vitamin K2 Segment by Types

##### 1.2.1 Global Sales Market Share of Vitamin K2 by Types in 2017

##### 1.2.2 MK-7

###### 1.2.2.1 Major Players of Type I

##### 1.2.3 MK-4

###### 1.2.3.1 Major Players of MK-4

##### 1.2.4 Other

###### 1.2.4.1 Major Players of Other

#### 1.3 Vitamin K2 Segment by Applications

##### 1.3.1 Vitamin K2 Sales Market Share by Applications in 2017

##### 1.3.2 Powder

##### 1.3.3 Oil

#### 1.4 Vitamin K2 Market by Regions

##### 1.4.1 North America Status and Prospect (2013-2023)

###### 1.4.1.1 North America Vitamin K2 Revenue (Million USD) and Growth Rate (2013-2023)

##### 1.4.2 Asia-Pacific Status and Prospect (2013-2023)

###### 1.4.2.1 Asia-Pacific Vitamin K2 Revenue (Million USD) and Growth Rate (2013-2023)

##### 1.4.3 Europe Status and Prospect (2013-2023)

###### 1.4.3.1 Europe Vitamin K2 Revenue (Million USD) and Growth Rate (2013-2023)

##### 1.4.4 South America Status and Prospect (2013-2023)

###### 1.4.4.1 South America Vitamin K2 Revenue (Million USD) and Growth Rate (2013-2023)

##### 1.4.5 Middle East and Africa Status and Prospect (2013-2023)

###### 1.4.5.1 Middle East and Africa Vitamin K2 Revenue (Million USD) and Growth Rate (2013-2023)

#### 1.5 Global Market Size (Value) of Vitamin K2 (2013-2023)

### 2 GLOBAL VITAMIN K2 SALES, REVENUE (VALUE) AND MARKET SHARE BY PLAYERS

#### 2.1 Global Vitamin K2 Sales and Market Share by Players in 2016 and 2017

##### 2.1.1 Global Vitamin K2 Sales by Players in 2016 and 2017

##### 2.1.2 Global Vitamin K2 Sales Market Share (%) by Players in 2016 and 2017

- 2.2 Global Vitamin K2 Revenue and Market Share by Players in 2016 and 2017
  - 2.2.1 Global Vitamin K2 Revenue by Players in 2016 and 2017
  - 2.2.2 Global Vitamin K2 Revenue Market Share (%) by Players in 2016 and 2017
- 2.3 Global Vitamin K2 Average Price by Players in 2016 and 2017
- 2.4 Global Vitamin K2 Manufacturing Base Distribution, Sales Area, Product Types by Players
  - 2.4.1 Global Vitamin K2 Manufacturing Base Distribution and Sales Area by Players
  - 2.4.2 Players Vitamin K2 Product Types
- 2.5 Vitamin K2 Market Competitive Situation and Trends
  - 2.5.1 Vitamin K2 Market Concentration Rate
  - 2.5.2 Vitamin K2 Market Share of Top 3 and Top 5 Players
  - 2.5.3 Mergers & Acquisitions, Expansion

### **3 GLOBAL VITAMIN K2 SALES, REVENUE (VALUE) BY REGIONS, TYPE AND APPLICATION (2013-2018)**

- 3.1 Global Vitamin K2 Sales, Revenue and Market Share by Regions (2013-2018)
  - 3.1.1 Global Vitamin K2 Sales and Market Share by Regions (2013-2018)
  - 3.1.2 Global Vitamin K2 Revenue and Market Share by Regions (2013-2018)
- 3.2 Global Vitamin K2 Sales, Revenue, Market Share and Price by Type (2013-2018)
  - 3.2.1 Global Vitamin K2 Sales and Market Share by Type (2013-2018)
  - 3.2.2 Global Vitamin K2 Revenue and Market Share by Type (2013-2018)
  - 3.2.3 Global Vitamin K2 Price by Type (2013-2018)
- 3.3 Global Vitamin K2 Sales and Market Share by Application (2013-2018)
  - 3.3.1 Global Vitamin K2 Sales by Application (2013-2018)
  - 3.3.2 Global Vitamin K2 Sales Market Share by Application (2013-2018)
- 3.4 Global Vitamin K2 Sales, Revenue, Price and Gross Margin (2013-2018)

### **4 NORTH AMERICA TOP 5 PLAYERS VITAMIN K2 SALES, REVENUE AND PRICE**

- 4.1 North America Top 5 Players Vitamin K2 Sales, Revenue and Market Share in 2016 and 2017
  - 4.1.1 North America Top 5 Players Vitamin K2 Sales and Market Share in 2016 and 2017
  - 4.1.2 North America Top 5 Players Vitamin K2 Revenue and Market Share in 2016 and 2017
- 4.2 North America Vitamin K2 Sales, Revenue, Market Share and Price by Type (2013-2018)
  - 4.2.1 North America Vitamin K2 Sales and Market Share by Type (2013-2018)

- 4.2.1.1 North America Vitamin K2 Sales by Type (2013-2018)
- 4.2.1.2 North America Vitamin K2 Sales Market Share by Type (2013-2018)
- 4.2.2 North America Vitamin K2 Revenue and Market Share by Type (2013-2018)
  - 4.2.2.1 North America Vitamin K2 Revenue by Type (2013-2018)
  - 4.2.2.2 North America Vitamin K2 Revenue Market Share by Type (2013-2018)
- 4.2.3 North America Vitamin K2 Price by Type (2013-2018)
- 4.3 North America Vitamin K2 Sales and Market Share by Application (2013-2018)
  - 4.3.1 North America Vitamin K2 Sales by Application (2013-2018)
  - 4.3.2 North America Vitamin K2 Sales Market Share by Application (2013-2018)
- 4.4 North America Vitamin K2 Sales and Market Share by Country (US, Canada and Mexico) (2013-2018)
  - 4.4.1 North America Vitamin K2 Sales by Country (2013-2018)
  - 4.4.2 North America Vitamin K2 Sales Market Share by Country (2013-2018)
- 4.5 North America Vitamin K2 Import & Export (2013-2018)

## **5 EUROPE TOP 5 PLAYERS VITAMIN K2 SALES, REVENUE AND PRICE**

- 5.1 Europe Top 5 Players Vitamin K2 Sales, Revenue and Market Share in 2016 and 2017
  - 5.1.1 Europe Top 5 Players Vitamin K2 Sales and Market Share in 2016 and 2017
  - 5.1.2 Europe Top 5 Players Vitamin K2 Revenue and Market Share in 2016 and 2017
- 5.2 Europe Vitamin K2 Sales, Revenue, Market Share and Price by Type (2013-2018)
  - 5.2.1 Europe Vitamin K2 Sales and Market Share by Type (2013-2018)
    - 5.2.1.1 Europe Vitamin K2 Sales by Type (2013-2018)
    - 5.2.1.2 Europe Vitamin K2 Sales Market Share by Type (2013-2018)
  - 5.2.2 Europe Vitamin K2 Revenue and Market Share by Type (2013-2018)
    - 5.2.2.1 Europe Vitamin K2 Revenue by Type (2013-2018)
    - 5.2.2.2 Europe Vitamin K2 Revenue Market Share by Type (2013-2018)
  - 5.2.3 Europe Vitamin K2 Price by Type (2013-2018)
- 5.3 Europe Vitamin K2 Sales and Market Share by Application (2013-2018)
  - 5.3.1 Europe Vitamin K2 Sales by Application (2013-2018)
  - 5.3.2 Europe Vitamin K2 Sales Market Share by Application (2013-2018)
- 5.4 Europe Vitamin K2 Sales and Market Share by Country (Germany, UK, France, Italy and Russia) (2013-2018)
  - 5.4.1 Europe Vitamin K2 Sales by Country (2013-2018)
  - 5.4.2 Europe Vitamin K2 Sales Market Share by Country (2013-2018)
- 5.5 Europe Vitamin K2 Import & Export (2013-2018)

## **6 ASIA-PACIFIC TOP 5 PLAYERS VITAMIN K2 SALES, REVENUE AND PRICE**

## 6.1 Asia-Pacific Top 5 Players Vitamin K2 Sales, Revenue and Market Share in 2016 and 2017

6.1.1 Asia-Pacific Top 5 Players Vitamin K2 Sales and Market Share in 2016 and 2017

6.1.2 Asia-Pacific Top 5 Players Vitamin K2 Revenue and Market Share in 2016 and 2017

## 6.2 Asia-Pacific Vitamin K2 Sales, Revenue, Market Share and Price by Type (2013-2018)

6.2.1 Asia-Pacific Vitamin K2 Sales and Market Share by Type (2013-2018)

6.2.1.1 Asia-Pacific Vitamin K2 Sales by Type (2013-2018)

6.2.1.2 Asia-Pacific Vitamin K2 Sales Market Share by Type (2013-2018)

6.2.2 Asia-Pacific Vitamin K2 Revenue and Market Share by Type (2013-2018)

6.2.3 Asia-Pacific Vitamin K2 Price by Type (2013-2018)

## 6.3 Asia-Pacific Vitamin K2 Sales and Market Share by Application (2013-2018)

6.3.1 Asia-Pacific Vitamin K2 Sales by Application (2013-2018)

6.3.2 Asia-Pacific Vitamin K2 Sales Market Share by Application (2013-2018)

## 6.4 Asia-Pacific Vitamin K2 Sales and Market Share by Country (China, Japan, Southeast Asia, India, Korea and Australia) (2013-2018)

6.4.1 Asia-Pacific Vitamin K2 Sales by Country (2013-2018)

6.4.2 Asia-Pacific Vitamin K2 Sales Market Share by Country (2013-2018)

## 6.5 Asia-Pacific Vitamin K2 Import & Export (2013-2018)

# 7 SOUTH AMERICA TOP 5 PLAYERS VITAMIN K2 SALES, REVENUE AND PRICE

## 7.1 South America Top 5 Players Vitamin K2 Sales, Revenue and Market Share in 2016 and 2017

7.1.1 South America Top 5 Players Vitamin K2 Sales and Market Share in 2016 and 2017

7.1.2 South America Top 5 Players Vitamin K2 Revenue and Market Share in 2016 and 2017

## 7.2 South America Vitamin K2 Sales, Revenue, Market Share and Price by Type (2013-2018)

7.2.1 South America Vitamin K2 Sales and Market Share by Type (2013-2018)

7.2.1.1 South America Vitamin K2 Sales by Type (2013-2018)

7.2.1.2 South America Vitamin K2 Sales Market Share by Type (2013-2018)

7.2.2 South America Vitamin K2 Revenue and Market Share by Type (2013-2018)

7.2.2.1 South America Vitamin K2 Revenue by Type (2013-2018)

7.2.2.2 South America Vitamin K2 Revenue and Market Share by Type (2013-2018)

7.2.3 South America Vitamin K2 Price by Type (2013-2018)

### 7.3 South America Vitamin K2 Sales and Market Share by Application (2013-2018)

7.3.1 South America Vitamin K2 Sales by Application (2013-2018)

7.3.2 South America Vitamin K2 Sales Market Share by Application (2013-2018)

### 7.4 South America Vitamin K2 Sales and Market Share by Country (Brazil, Argentina, Chile and Peru) (2013-2018)

7.4.1 South America Vitamin K2 Sales by Country (2013-2018)

7.4.2 South America Vitamin K2 Sales Market Share by Country (2013-2018)

### 7.5 South America Vitamin K2 Import & Export (2013-2018)

## **8 MIDDLE EAST & AFRICA TOP 5 PLAYERS VITAMIN K2 SALES, REVENUE AND PRICE**

### 8.1 Middle East & Africa Top 5 Players Vitamin K2 Sales, Revenue and Market Share in 2016 and 2017

8.1.1 Middle East & Africa Top 5 Players Vitamin K2 Sales and Market Share in 2016 and 2017

8.1.2 Middle East & Africa Top 5 Players Vitamin K2 Revenue and Market Share in 2016 and 2017

### 8.2 Middle East & Africa Vitamin K2 Sales, Revenue, Market Share and Price by Type (2013-2018)

8.2.1 Middle East & Africa Vitamin K2 Sales and Market Share by Type (2013-2018)

8.2.1.1 Middle East & Africa Vitamin K2 Sales by Type (2013-2018)

8.2.1.2 Middle East & Africa Vitamin K2 Sales Market Share by Type (2013-2018)

8.2.2 Middle East & Africa Vitamin K2 Revenue and Market Share by Type (2013-2018)

8.2.2.1 Middle East & Africa Vitamin K2 Revenue by Type (2013-2018)

8.2.2.2 Middle East & Africa Vitamin K2 Revenue Market Share by Type (2013-2018)

8.2.3 Middle East & Africa Vitamin K2 Price by Type (2013-2018)

### 8.3 Middle East & Africa Vitamin K2 Sales and Market Share by Application (2013-2018)

8.3.1 Middle East & Africa Vitamin K2 Sales by Application (2013-2018)

8.3.2 Middle East & Africa Vitamin K2 Sales Market Share by Application (2013-2018)

### 8.4 Middle East & Africa Vitamin K2 Sales and Market Share by Country (Egypt, Saudi Arabia, South Africa and Iran) (2013-2018)

8.4.1 Middle East & Africa Vitamin K2 Sales by Country (2013-2018)

8.4.2 Middle East & Africa Vitamin K2 Sales Market Share by Country (2013-2018)

### 8.5 Middle East & Africa Vitamin K2 Import & Export (2013-2018)

## **9 GLOBAL VITAMIN K2 PLAYERS PROFILES/ANALYSIS**



## 9.1 Kappa Bioscience

9.1.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

9.1.2 Vitamin K2 Product Types, Application and Specification

9.1.2.1 Product A

9.1.2.2 Product B

9.1.3 Kappa Bioscience Vitamin K2 Sales, Revenue, Price and Gross Margin (2013-2018)

9.1.4 Main Business/Business Overview

9.1.5 Kappa Bioscience News

## 9.2 NattoPharma

9.2.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

9.2.2 Vitamin K2 Product Types, Application and Specification

9.2.2.1 Product A

9.2.2.2 Product B

9.2.3 NattoPharma Vitamin K2 Sales, Revenue, Price and Gross Margin (2013-2018)

9.2.4 Main Business/Business Overview

9.2.5 NattoPharma News

## 9.3 Gnosis

9.3.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

9.3.2 Vitamin K2 Product Types, Application and Specification

9.3.2.1 Product A

9.3.2.2 Product B

9.3.3 Gnosis Vitamin K2 Sales, Revenue, Price and Gross Margin (2013-2018)

9.3.4 Main Business/Business Overview

9.3.5 Gnosis News

## 9.4 DSM

9.4.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

9.4.2 Vitamin K2 Product Types, Application and Specification

9.4.2.1 Product A

9.4.2.2 Product B

9.4.3 DSM Vitamin K2 Sales, Revenue, Price and Gross Margin (2013-2018)

9.4.4 Main Business/Business Overview

9.4.5 DSM News

## 9.5 Viridis BioPharma

- 9.5.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
- 9.5.2 Vitamin K2 Product Types, Application and Specification
  - 9.5.2.1 Product A
  - 9.5.2.2 Product B
- 9.5.3 Viridis BioPharma Vitamin K2 Sales, Revenue, Price and Gross Margin (2013-2018)
- 9.5.4 Main Business/Business Overview
- 9.5.5 Viridis BioPharma News
- 9.6 Frutarom
  - 9.6.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 9.6.2 Vitamin K2 Product Types, Application and Specification
    - 9.6.2.1 Product A
    - 9.6.2.2 Product B
  - 9.6.3 Frutarom Vitamin K2 Sales, Revenue, Price and Gross Margin (2013-2018)
  - 9.6.4 Main Business/Business Overview
  - 9.6.5 Frutarom News
- 9.7 DuPont Nutrition & Health
  - 9.7.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 9.7.2 Vitamin K2 Product Types, Application and Specification
    - 9.7.2.1 Product A
    - 9.7.2.2 Product B
  - 9.7.3 DuPont Nutrition & Health Vitamin K2 Sales, Revenue, Price and Gross Margin (2013-2018)
  - 9.7.4 Main Business/Business Overview
  - 9.7.5 DuPont Nutrition & Health News
- 9.8 GeneFerm Biotechnology
  - 9.8.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 9.8.2 Vitamin K2 Product Types, Application and Specification
    - 9.8.2.1 Product A
    - 9.8.2.2 Product B
  - 9.8.3 GeneFerm Biotechnology Vitamin K2 Sales, Revenue, Price and Gross Margin (2013-2018)
  - 9.8.4 Main Business/Business Overview
  - 9.8.5 GeneFerm Biotechnology News
- 9.9 Shanghai Reson Biotech

- 9.9.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
- 9.9.2 Vitamin K2 Product Types, Application and Specification
  - 9.9.2.1 Product A
  - 9.9.2.2 Product B
- 9.9.3 Shanghai Reson Biotech Vitamin K2 Sales, Revenue, Price and Gross Margin (2013-2018)
- 9.9.4 Main Business/Business Overview
- 9.9.5 Shanghai Reson Biotech News
- 9.10 Guangdong Goodscend
  - 9.10.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 9.10.2 Vitamin K2 Product Types, Application and Specification
    - 9.10.2.1 Product A
    - 9.10.2.2 Product B
  - 9.10.3 Guangdong Goodscend Vitamin K2 Sales, Revenue, Price and Gross Margin (2013-2018)
  - 9.10.4 Main Business/Business Overview
  - 9.10.5 Guangdong Goodscend News
- 9.11 Seebio Biotech
- 9.12 Kyowa Hakko

## **10 GLOBAL VITAMIN K2 MARKET FORECAST (2018-2023)**

- 10.1 Global Vitamin K2 Sales, Revenue Forecast (2018-2023)
- 10.2 Global Vitamin K2 Sales, Consumption Forecast by Regions (2018-2023)
  - 10.2.1 Global Vitamin K2 Sales Forecast by Regions (2018-2023)
  - 10.2.2 Global Vitamin K2 Sales Market Share Forecast by Regions (2018-2023)
- 10.3 Global Vitamin K2 Sales and Market Share Forecast by Type (2018-2023)
  - 10.3.1 Global Vitamin K2 Sales Forecast by Type (2018-2023)
  - 10.3.2 Global Vitamin K2 Sales Market Share Forecast by Type (2018-2023)
- 10.4 Global Vitamin K2 Sales and Market Share Forecast by Application (2018-2023)
  - 10.4.1 Global Vitamin K2 Sales Forecast by Application (2018-2023)
  - 10.4.2 Global Vitamin K2 Sales Market Share Forecast by Application (2018-2023)
- 10.5 Vitamin K2 Price Forecast (2018-2023)

## **11 VITAMIN K2 MANUFACTURING COST ANALYSIS**

- 11.1 Vitamin K2 Key Raw Materials Analysis

- 11.1.1 Key Raw Materials
- 11.1.2 Price Trend of Key Raw Materials
- 11.1.3 Key Suppliers of Raw Materials
- 11.1.4 Market Concentration Rate of Raw Materials
- 11.2 Proportion of Manufacturing Cost Structure
  - 11.2.1 Raw Materials
  - 11.2.2 Labor Cost
  - 11.2.3 Manufacturing Expenses
- 11.3 Manufacturing Process Analysis of Vitamin K2

## **12 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS**

- 12.1 Vitamin K2 Industrial Chain Analysis
- 12.2 Upstream Raw Materials Sourcing
- 12.3 Raw Materials Sources of Vitamin K2 Major Players in 2017
- 12.4 Downstream Buyers

## **13 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS**

- 13.1 Marketing Channel
  - 13.1.1 Direct Marketing
  - 13.1.2 Indirect Marketing
  - 13.1.3 Marketing Channel Development Trend
- 13.2 Market Positioning
  - 13.2.1 Pricing Strategy
  - 13.2.2 Brand Strategy
  - 13.2.3 Target Client
- 13.3 Distributors/Traders List

## **14 MARKET EFFECT FACTORS ANALYSIS**

- 14.1 Technology Progress/Risk
  - 14.1.1 Substitutes Threat
  - 14.1.2 Technology Progress in Related Industry
- 14.2 Consumer Needs/Customer Preference Change
- 14.3 Economic/Political Environmental Change

## **15 RESEARCH FINDINGS AND CONCLUSION**

## **16 APPENDIX**

16.1 Methodology

16.2 Data Source

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Picture of Vitamin K2

Table Product Specifications of Vitamin K2

Figure Global Sales Market Share of Vitamin K2 by Types in 2017

Figure Product Picture of MK-7

Table Major Players of MK-7

Figure Product Picture of MK-4

Table Major Players of MK-4

Figure Product Picture of Other

Table Major Players of Other

Figure Vitamin K2 Sales Market Share by Applications in 2017

Table Applications of Vitamin K2

Figure Oil Examples

Figure Application 2 Examples

Figure North America Vitamin K2 Revenue (Million USD) and Growth Rate (2013-2023)

Figure Asia-Pacific Vitamin K2 Revenue (Million USD) and Growth Rate (2013-2023)

Figure Europe Vitamin K2 Revenue (Million USD) and Growth Rate (2013-2023)

Figure South America Vitamin K2 Revenue (Million USD) and Growth Rate (2013-2023)

Figure Middle East and Africa Vitamin K2 Revenue (Million USD) and Growth Rate (2013-2023)

Figure Global Vitamin K2 Revenue (Million USD) and Growth Rate (2013-2023)

Table Global Vitamin K2 Sales by Players in 2016 and 2017

Table Global Vitamin K2 Sales Market Share (%) by Players in 2016 and 2017

Figure Global Vitamin K2 Sales Market Share by Players in 2016

Figure Global Vitamin K2 Sales Market Share by Players in 2017

Table Global Vitamin K2 Revenue by Players in 2016 and 2017

Table Global Vitamin K2 Revenue Market Share (%) by Players in 2016 and 2017

Figure Global Vitamin K2 Revenue Market Share by Players in 2016

Figure Global Vitamin K2 Revenue Market Share by Players in 2017

Table Global Vitamin K2 Average Price by Players in 2016 and 2017

Figure Global Vitamin K2 Average Price by Players in 2017

Table Global Vitamin K2 Manufacturing Base Distribution and Sales Area by Players

Table Players Vitamin K2 Product Types

Figure Vitamin K2 Market Share of Top 3 Players

Figure Vitamin K2 Market Share of Top 5 Players

Table Global Vitamin K2 Sales by Regions (2013-2018)

Table Global Vitamin K2 Sales Market Share by Regions (2013-2018)  
Figure Global Vitamin K2 Sales Market Share by Regions (2013-2018)  
Figure Global Vitamin K2 Sales Market Share by Regions in 2017  
Table Global Vitamin K2 Revenue by Regions (2013-2018)  
Table Global Vitamin K2 Revenue Market Share by Regions (2013-2018)  
Figure Global Vitamin K2 Revenue Market Share by Regions (2013-2018)  
Figure Global Vitamin K2 Revenue Market Share by Regions in 2017  
Table Global Vitamin K2 Sales by Type (2013-2018)  
Table Global Vitamin K2 Sales Market Share by Type (2013-2018)  
Figure Global Vitamin K2 Sales Market Share by Type (2013-2018)  
Figure Global Vitamin K2 Sales Market Share by Type in 2017  
Table Global Vitamin K2 Revenue by Type (2013-2018)  
Table Global Vitamin K2 Revenue Market Share by Type (2013-2018)  
Figure Global Vitamin K2 Revenue Market Share by Type (2013-2018)  
Figure Global Vitamin K2 Revenue Market Share by Type in 2017  
Table Global Vitamin K2 Price by Type (2013-2018)  
Table Global Vitamin K2 Sales by Application (2013-2018)  
Figure Global Vitamin K2 Sales Market Share by Application in 2017  
Table Global Vitamin K2 Sales Market Share by Application (2013-2018)  
Figure Global Vitamin K2 Sales Market Share by Application (2013-2018)  
Table Global Vitamin K2 Sales, Revenue, Price and Gross Margin (2013-2018)  
Table North America Top 5 Players Vitamin K2 Sales in 2016 and 2017  
Table North America Top 5 Players Vitamin K2 Sales Market Share (%) in 2016 and 2017  
Figure North America Top 5 Players Vitamin K2 Sales Share in 2016  
Figure North America Top 5 Players Vitamin K2 Sales Share in 2017  
Table North America Top 5 Players Vitamin K2 Revenue in 2016 and 2017  
Table North America Top 5 Players Vitamin K2 Revenue Market Share (%) in 2016 and 2017  
Figure North America Top 5 Players Vitamin K2 Revenue Share in 2016  
Figure North America Top 5 Players Vitamin K2 Revenue Share in 2017  
Table North America Vitamin K2 Sales by Type (2013-2018)  
Figure 2017 North America Vitamin K2 Sales Market Share by Type  
Table North America Vitamin K2 Sales Market Share by Type (2013-2018)  
Figure North America Vitamin K2 Sales Market Share by Type (2013-2018)  
Table North America Vitamin K2 Revenue by Type (2013-2018)  
Figure North America Vitamin K2 Revenue Market Share by Type in 2017  
Table North America Vitamin K2 Revenue Market Share by Type (2013-2018)  
Figure North America Vitamin K2 Revenue Market Share by Type (2013-2018)

Table North America Vitamin K2 Price by Type (2013-2018)  
Table North America Vitamin K2 Sales by Application (2013-2018)  
Figure North America Vitamin K2 Sales by Application in 2017  
Table North America Vitamin K2 Sales Market Share by Application (2013-2018)  
Figure North America Vitamin K2 Sales Market Share by Application (2013-2018)  
Table North America Vitamin K2 Sales by Country (2013-2018)  
Figure 2017 North America Vitamin K2 Sales Market Share by Country  
Table North America Vitamin K2 Sales Market Share by Country (2013-2018)  
Figure North America Vitamin K2 Sales Market Share by Country (2013-2018)  
Table North America Vitamin K2 Import & Export (2013-2018)  
Table Europe Top 5 Players Vitamin K2 Sales in 2016 and 2017  
Table Europe Top 5 Players Vitamin K2 Sales Market Share (%) in 2016 and 2017  
Figure Europe Top 5 Players Vitamin K2 Sales Share in 2016  
Figure Europe Top 5 Players Vitamin K2 Sales Share in 2017  
Table Europe Top 5 Players Vitamin K2 Revenue in 2016 and 2017  
Table Europe Top 5 Players Vitamin K2 Revenue Market Share (%) in 2016 and 2017  
Figure Europe Top 5 Players Vitamin K2 Revenue Share in 2016  
Figure Europe Top 5 Players Vitamin K2 Revenue Share in 2017  
Table Europe Vitamin K2 Sales by Type (2013-2018)  
Figure 2017 Europe Vitamin K2 Sales Market Share by Type  
Table Europe Vitamin K2 Sales Market Share by Type (2013-2018)  
Figure Europe Vitamin K2 Sales Market Share by Type (2013-2018)  
Table Europe Vitamin K2 Revenue by Type (2013-2018)  
Figure Europe Vitamin K2 Revenue Market Share by Type in 2017  
Table Europe Vitamin K2 Revenue Market Share by Type (2013-2018)  
Figure Europe Vitamin K2 Revenue Market Share by Type (2013-2018)  
Table Europe Vitamin K2 Price by Type (2013-2018)  
Table Europe Vitamin K2 Sales by Application (2013-2018)  
Figure Europe Vitamin K2 Sales Market Share by Application in 2017  
Table Europe Vitamin K2 Sales Market Share by Application (2013-2018)  
Figure Europe Vitamin K2 Sales Market Share by Application (2013-2018)  
Table Europe Vitamin K2 Sales by Country (2013-2018)  
Figure Europe Vitamin K2 Sales Market Share by Country in 2017  
Table Europe Vitamin K2 Sales Market Share by Country (2013-2018)  
Figure Europe Vitamin K2 Sales Market Share by Country (2013-2018)  
Table Europe Vitamin K2 Import & Export (2013-2018)  
Table Asia-Pacific Top 5 Players Vitamin K2 Sales in 2016 and 2017  
Table Asia-Pacific Top 5 Players Vitamin K2 Sales Market Share (%) in 2016 and 2017  
Figure Asia-Pacific Top 5 Players Vitamin K2 Sales Share in 2016



Figure Asia-Pacific Top 5 Players Vitamin K2 Sales Share in 2017

Table Asia-Pacific Top 5 Players Vitamin K2 Revenue in 2016 and 2017

Table Asia-Pacific Top 5 Players Vitamin K2 Revenue Market Share (%) in 2016 and 2017

Figure Asia-Pacific Top 5 Players Vitamin K2 Revenue Share in 2016

Figure Asia-Pacific Top 5 Players Vitamin K2 Revenue Share in 2017

Table Asia-Pacific Vitamin K2 Sales by Type (2013-2018)

Figure Asia-Pacific Vitamin K2 Sales Market Share by Type in 2017

Table Asia-Pacific Vitamin K2 Sales Market Share by Type (2013-2018)

Figure Asia-Pacific Vitamin K2 Sales Market Share by Type (2013-2018)

Table Asia-Pacific Vitamin K2 Revenue by Type (2013-2018)

Table Asia-Pacific Vitamin K2 Revenue Market Share by Type (2013-2018)

Figure Asia-Pacific Vitamin K2 Revenue Market Share by Type (2013-2018)

Figure Asia-Pacific Vitamin K2 Revenue Market Share by Type in 2017

Table Asia-Pacific Vitamin K2 Price by Type (2013-2018)

Table Asia-Pacific Vitamin K2 Sales by Application (2013-2018)

Figure Asia-Pacific Vitamin K2 Sales by Application in 2017

Table Asia-Pacific Vitamin K2 Sales Market Share by Application (2013-2018)

Figure Asia-Pacific Vitamin K2 Sales Market Share by Application (2013-2018)

Table Asia-Pacific Vitamin K2 Sales by Country (2013-2018)

Figure Asia-Pacific Vitamin K2 Sales Market Share by Country in 2017

Table Asia-Pacific Vitamin K2 Sales Market Share by Country (2013-2018)

Figure Asia-Pacific Vitamin K2 Sales Market Share by Country (2013-2018)

Table Asia-Pacific Vitamin K2 Import & Export (2013-2018)

Table South America Top 5 Players Vitamin K2 Sales in 2016 and 2017

Table South America Top 5 Players Vitamin K2 Sales Market Share (%) in 2016 and 2017

Figure South America Top 5 Players Vitamin K2 Sales Share in 2016

Figure South America Top 5 Players Vitamin K2 Sales Share in 2017

Table South America Top 5 Players Vitamin K2 Revenue in 2016 and 2017

Table South America Top 5 Players Vitamin K2 Revenue Market Share (%) in 2016 and 2017

Figure South America Top 5 Players Vitamin K2 Revenue Share in 2016

Figure South America Top 5 Players Vitamin K2 Revenue Share in 2017

Table South America Vitamin K2 Sales by Type (2013-2018)

Figure South America Vitamin K2 Sales by Type in 2017

Table South America Vitamin K2 Sales Market Share by Type (2013-2018)

Figure South America Vitamin K2 Sales Market Share by Type (2013-2018)

Table South America Vitamin K2 Revenue by Type (2013-2018)

Figure South America Vitamin K2 Revenue by Type in 2017

Table South America Vitamin K2 Revenue Market Share by Type (2013-2018)

Figure South America Vitamin K2 Revenue Market Share by Type (2013-2018)

Table South America Vitamin K2 Price by Type (2013-2018)

Table South America Vitamin K2 Sales by Application (2013-2018)

Figure South America Vitamin K2 Sales by Application in 2017

Table South America Vitamin K2 Sales Market Share by Application (2013-2018)

Figure South America Vitamin K2 Sales Market Share by Application (2013-2018)

Table South America Vitamin K2 Sales by Country (2013-2018)

Figure South America Vitamin K2 Sales by Country in 2017

Table South America Vitamin K2 Sales Market Share by Country (2013-2018)

Figure South America Vitamin K2 Sales Market Share by Country (2013-2018)

Table South America Vitamin K2 Import & Export (2013-2018)

Table Middle East & Africa Top 5 Players Vitamin K2 Sales in 2016 and 2017

Table Middle East & Africa Top 5 Players Vitamin K2 Sales Market Share (%) in 2016 and 2017

Figure Middle East & Africa Top 5 Players Vitamin K2 Sales Share in 2016

Figure Middle East & Africa Top 5 Players Vitamin K2 Sales Share in 2017

Table Middle East & Africa Top 5 Players Vitamin K2 Revenue in 2016 and 2017

Table Middle East & Africa Top 5 Players Vitamin K2 Revenue Market Share (%) in 2016 and 2017

Figure Middle East & Africa Top 5 Players Vitamin K2 Revenue Share in 2016

Figure Middle East & Africa Top 5 Players Vitamin K2 Revenue Share in 2017

Table Middle East & Africa Vitamin K2 Sales by Type (2013-2018)

Figure Middle East & Africa Vitamin K2 Sales by Type in 2017

Table Middle East & Africa Vitamin K2 Sales Market Share by Type (2013-2018)

Figure Middle East & Africa Vitamin K2 Sales Market Share by Type (2013-2018)

Table Middle East & Africa Vitamin K2 Revenue by Type (2013-2018)

Figure Middle East & Africa Vitamin K2 Revenue by Type in 2017

Table Middle East & Africa Vitamin K2 Revenue Market Share by Type (2013-2018)

Figure Middle East & Africa Vitamin K2 Revenue Market Share by Type (2013-2018)

Table Middle East & Africa Vitamin K2 Price by Type (2013-2018)

Table Middle East & Africa Vitamin K2 Sales by Application (2013-2018)

Figure Middle East & Africa Vitamin K2 Sales by Application in 2017

Table Middle East & Africa Vitamin K2 Sales Market Share by Application (2013-2018)

Figure Middle East & Africa Vitamin K2 Sales Market Share by Application (2013-2018)

Table Middle East & Africa Vitamin K2 Sales by Country (2013-2018)

Figure Middle East & Africa Vitamin K2 Sales by Country in 2017

Table Middle East & Africa Vitamin K2 Sales Market Share by Country (2013-2018)

Figure Middle East & Africa Vitamin K2 Sales Market Share by Country (2013-2018)

Table Middle East & Africa Vitamin K2 Import & Export (2013-2018)

Table Kappa Bioscience Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Kappa Bioscience Vitamin K2 Sales, Revenue, Price and Gross Margin (2013-2018)

Figure Kappa Bioscience Vitamin K2 Market Share (2013-2018)

Table NattoPharma Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table NattoPharma Vitamin K2 Sales, Revenue, Price and Gross Margin (2013-2018)

Figure NattoPharma Vitamin K2 Market Share (2013-2018)

Table Gnosis Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Gnosis Vitamin K2 Sales, Revenue, Price and Gross Margin (2013-2018)

Figure Gnosis Vitamin K2 Market Share (2013-2018)

Table DSM Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table DSM Vitamin K2 Sales, Revenue, Price and Gross Margin (2013-2018)

Figure DSM Vitamin K2 Market Share (2013-2018)

Table Viridis BioPharma Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Viridis BioPharma Vitamin K2 Sales, Revenue, Price and Gross Margin (2013-2018)

Figure Viridis BioPharma Vitamin K2 Market Share (2013-2018)

Table DuPont Nutrition & Health Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Frutarom Vitamin K2 Sales, Revenue, Price and Gross Margin (2013-2018)

Figure Frutarom Vitamin K2 Market Share (2013-2018)

Table DuPont Nutrition & Health Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table DuPont Nutrition & Health Vitamin K2 Sales, Revenue, Price and Gross Margin (2013-2018)

Figure DuPont Nutrition & Health Vitamin K2 Market Share (2013-2018)

Table GeneFerm Biotechnology Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table GeneFerm Biotechnology Vitamin K2 Sales, Revenue, Price and Gross Margin (2013-2018)

Figure GeneFerm Biotechnology Vitamin K2 Market Share (2013-2018)

Table Shanghai Reson Biotech Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Shanghai Reson Biotech Vitamin K2 Sales, Revenue, Price and Gross Margin

(2013-2018)

Figure Shanghai Reson Biotech Vitamin K2 Market Share (2013-2018)

Table Guangdong Goodscend Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Guangdong Goodscend Vitamin K2 Sales, Revenue, Price and Gross Margin (2013-2018)

Figure Guangdong Goodscend Vitamin K2 Market Share (2013-2018)

Table Seebio Biotech Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Kyowa Hakko Basic Information, Manufacturing Base, Sales Area and Its Competitors

Figure Global Vitamin K2 Sales and Growth Rate Forecast (2018-2023)

Figure Global Vitamin K2 Revenue and Growth Rate Forecast (2018-2023)

Table Global Vitamin K2 Sales Forecast by Regions (2018-2023)

Table Global Vitamin K2 Sales Market Share Forecast by Regions (2018-2023)

Table Global Vitamin K2 Sales Forecast by Type (2018-2023)

Table Global Vitamin K2 Sales Market Share Forecast by Type (2018-2023)

Table Global Vitamin K2 Sales Forecast by Application (2018-2023)

Table Global Vitamin K2 Sales Market Share Forecast by Application (2018-2023)

Table Sales Base and Market Concentration Rate of Raw Material

Figure Price Trend of Key Raw Materials

Table Key Suppliers of Raw Materials

Figure Manufacturing Cost Structure of Vitamin K2

Figure Manufacturing Process Analysis of Vitamin K2

Figure Vitamin K2 Industrial Chain Analysis

Table Raw Materials Sources of Vitamin K2 Major Players in 2017

Table Major Buyers of Vitamin K2

Table Distributors/Traders List

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