

Global Multivitamin Melt Market Growth 2026-2032

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Abstracts

The global Multivitamin Melt market size is predicted to grow from US\$ 875 million in 2025 to US\$ 1612 million in 2032; it is expected to grow at a CAGR of 9.2% from 2026 to 2032.

Multivitamin melts refer to oral dietary supplements containing blends of essential vitamins that are formulated to disintegrate, dissolve, or melt rapidly in the mouth without the need for water, or to effervesce when added to water to create a palatable drinkable solution. In 2025, global multivitamin melt production reached approximately 59,645K unit, with an average global market price of around USD 15 per unit. A factory gross profit of USD 3 per unit with 20% gross margin. A single line full machine capacity production is around 500K unit per line per year. The upstream is dependent on vitamin and mineral premixes, excipients and packaging. The downstream demand is concentrated in daily supplement, immune support and sports and fitness nutrition. 1 fast-melting tablet, dissolve in mouth contains 12 key vitamins for nutritional support with no color added consumed daily as a multivitamin for adult. Germany market is driven by strong effervescent manufacturing base. Japan market is driven by high health consciousness and established supplement culture.

United States market for Multivitamin Melt is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Multivitamin Melt is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Multivitamin Melt is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Multivitamin Melt players cover Pharmavite LLC, Pfizer Inc., Bayer AG,

Church & Dwight Co., Inc., BASF SE, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LP Information, Inc. (LPI) ' newest research report, the "Multivitamin Melt Industry Forecast" looks at past sales and reviews total world Multivitamin Melt sales in 2025, providing a comprehensive analysis by region and market sector of projected Multivitamin Melt sales for 2026 through 2032. With Multivitamin Melt sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Multivitamin Melt industry.

This Insight Report provides a comprehensive analysis of the global Multivitamin Melt landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Multivitamin Melt portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Multivitamin Melt market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Multivitamin Melt and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Multivitamin Melt.

This report presents a comprehensive overview, market shares, and growth opportunities of Multivitamin Melt market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Effervescent Tablets

Oral Dissolving Strips

Fast Melt Powders

Melt in Mouth Lozenges

Others

Segmentation by Nutrient Composition:

Complete Multivitamin + Multimineral

B-Complex + C Dominant

Vitamin D + Calcium Focused

Iron Enriched Multivitamin Melts

Others

Segmentation by Regulatory:

Standard Dietary Supplement

Non GMO Certified

Organic Certified

Gluten Free Certified

Others

Segmentation by Application:

Individual Consumers

Healthcare Professionals

Institutional Purchasers

Sports and Fitness Centers

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Pharmavite LLC

Pfizer Inc.

Bayer AG

Church & Dwight Co., Inc.

BASF SE

DSM-Firmenich

Nutrilo GmbH

Dr. Scheffler

BF-ESSE

Zambon

Innopharma

Delpharm

Sirio Pharma Co., Ltd

Nutrifirst Biotech Inc.

Handian Nutrition

Jiangsu Handian Biotech Co., Ltd

Wuhan Maixinli Pharmaceutical Co., Ltd

Shandong Runxin Biotechnology Co., Ltd

CSPC Pharmaceutical Group Ltd

Guangdong By-Health Co., Ltd

EZ Melts

KAL

Pure Encapsulations

Wellbeing Nutrition

Nutritionalab Pvt Ltd

Aavishkar Oral Strips Pvt Ltd

Avery Pharmaceuticals Pvt Ltd

TSI Group

IVC Nutrition Corporation

TCI Co., Ltd

Key Questions Addressed in this Report

What is the 10-year outlook for the global Multivitamin Melt market?

What factors are driving Multivitamin Melt market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Multivitamin Melt market opportunities vary by end market size?

How does Multivitamin Melt break out by Type, by Application?

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