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# Global Vegan B12 Supplement Market Growth 2025-2031

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## Abstracts

The global Vegan B12 Supplement market size is predicted to grow from US$ 224 million in 2025 to US$ 276 million in 2031; it is expected to grow at a CAGR of 3.5% from 2025 to 2031.

The vegan B12 supplement market has been experiencing significant growth in recent years, driven by the increasing adoption of vegan and vegetarian diets. B12 is primarily found in animal-based products, making it challenging for vegans to obtain sufficient levels of this essential nutrient from their diet alone. As a result, the demand for vegan B12 supplements has been steadily rising.The vegan B12 supplement market is witnessing strong growth across various regions, including North America, Europe, and Asia-Pacific. North America currently holds the largest market share, driven by the high prevalence of vegan and vegetarian diets in countries like the United States and Canada. Europe is also a significant market for vegan B12 supplements, with countries like Germany, the United Kingdom, and France leading the demand. The Asia-Pacific region is expected to witness the fastest growth, fueled by the increasing adoption of veganism and vegetarianism in countries like India, China, and Japan.The vegan B12 supplement market is highly fragmented, with numerous players operating in the industry. The vegan B12 supplement market presents several opportunities for growth. The rising awareness about the importance of B12 supplementation among vegans and vegetarians is a key driver for market expansion. Additionally, the increasing availability of vegan B12 supplements through online retail channels and health food stores is expected to boost market growth. Moreover, the growing trend of personalized nutrition and the development of innovative delivery formats, such as gummies and sprays, present opportunities for market players to cater to a wider consumer base.Despite the positive market outlook, the vegan B12 supplement market also faces certain challenges. One of the primary challenges is the lack of awareness among vegans and

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vegetarians about the need for B12 supplementation. Many individuals following plant-based diets may not be aware of the potential health risks associated with B12 deficiency, leading to lower demand for supplements. Additionally, the availability of plant-based food fortified with B12, such as plant-based milk and cereals, may reduce the perceived need for supplements among some consumers. Moreover, the presence of counterfeit products and the lack of regulatory standards in some regions pose challenges to market growth.

LP Information, Inc. (LPI) ' newest research report, the “Vegan B12 Supplement Industry Forecast” looks at past sales and reviews total world Vegan B12 Supplement sales in 2024, providing a comprehensive analysis by region and market sector of projected Vegan B12 Supplement sales for 2025 through 2031. With Vegan B12 Supplement sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Vegan B12 Supplement industry.

This Insight Report provides a comprehensive analysis of the global Vegan B12 Supplement 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 Vegan B12 Supplement portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Vegan B12 Supplement market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Vegan B12 Supplement and breaks down the forecast by Type, by Channel, 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 Vegan B12 Supplement.

This report presents a comprehensive overview, market shares, and growth opportunities of Vegan B12 Supplement market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Capsule

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Spray

Others

Segmentation by Channel:

Offline Sales

Online Sales

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

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- 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.

- Live Conscious
- Future Kind
- HUM Nutrition
- MegaFood
- Global Healing
- Naturelo

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Deva

MaryRuth’s

Garden of Life

EZ Melts

Vivo Life

Puritan's Pride

Live Well Nationwide

Omvits

Ergomax

EVO Nutrition

Nuevita

Sealions

Key Questions Addressed in this Report

What is the 10-year outlook for the global Vegan B12 Supplement market?

What factors are driving Vegan B12 Supplement market growth, globally and by region?

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

How do Vegan B12 Supplement market opportunities vary by end market size?

How does Vegan B12 Supplement break out by Type, by Channel?

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# Contents


## 1 SCOPE OF THE REPORT

1.1 Market Introduction
1.2 Years Considered
1.3 Research Objectives
1.4 Market Research Methodology
1.5 Research Process and Data Source
1.6 Economic Indicators
1.7 Currency Considered
1.8 Market Estimation Caveats

## 2 EXECUTIVE SUMMARY

2.1 World Market Overview
  2.1.1 Global Vegan B12 Supplement Annual Sales 2020-2031
  2.1.2 World Current & Future Analysis for Vegan B12 Supplement by Geographic Region, 2020, 2024 & 2031
  2.1.3 World Current & Future Analysis for Vegan B12 Supplement by Country/Region, 2020, 2024 & 2031
2.2 Vegan B12 Supplement Segment by Type
  2.2.1 Capsule
  2.2.2 Spray
  2.2.3 Others
2.3 Vegan B12 Supplement Sales by Type
  2.3.1 Global Vegan B12 Supplement Sales Market Share by Type (2020-2025)
  2.3.2 Global Vegan B12 Supplement Revenue and Market Share by Type (2020-2025)
  2.3.3 Global Vegan B12 Supplement Sale Price by Type (2020-2025)
2.4 Vegan B12 Supplement Segment by Channel
  2.4.1 Offline Sales
  2.4.2 Online Sales
2.5 Vegan B12 Supplement Sales by Channel
  2.5.1 Global Vegan B12 Supplement Sale Market Share by Channel (2020-2025)
  2.5.2 Global Vegan B12 Supplement Revenue and Market Share by Channel (2020-2025)
  2.5.3 Global Vegan B12 Supplement Sale Price by Channel (2020-2025)

## 3 GLOBAL BY COMPANY

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3.1 Global Vegan B12 Supplement Breakdown Data by Company
3.1.1 Global Vegan B12 Supplement Annual Sales by Company (2020-2025)
3.1.2 Global Vegan B12 Supplement Sales Market Share by Company (2020-2025)
3.2 Global Vegan B12 Supplement Annual Revenue by Company (2020-2025)
3.2.1 Global Vegan B12 Supplement Revenue by Company (2020-2025)
3.2.2 Global Vegan B12 Supplement Revenue Market Share by Company (2020-2025)
3.3 Global Vegan B12 Supplement Sale Price by Company
3.4 Key Manufacturers Vegan B12 Supplement Producing Area Distribution, Sales Area, Product Type
3.4.1 Key Manufacturers Vegan B12 Supplement Product Location Distribution
3.4.2 Players Vegan B12 Supplement Products Offered
3.5 Market Concentration Rate Analysis
3.5.1 Competition Landscape Analysis
3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2023-2025)
3.6 New Products and Potential Entrants
3.7 Market M&A Activity & Strategy

**4 WORLD HISTORIC REVIEW FOR VEGAN B12 SUPPLEMENT BY GEOGRAPHIC REGION**

4.1 World Historic Vegan B12 Supplement Market Size by Geographic Region (2020-2025)
4.1.1 Global Vegan B12 Supplement Annual Sales by Geographic Region (2020-2025)
4.1.2 Global Vegan B12 Supplement Annual Revenue by Geographic Region (2020-2025)
4.2 World Historic Vegan B12 Supplement Market Size by Country/Region (2020-2025)
4.2.1 Global Vegan B12 Supplement Annual Sales by Country/Region (2020-2025)
4.2.2 Global Vegan B12 Supplement Annual Revenue by Country/Region (2020-2025)
4.3 Americas Vegan B12 Supplement Sales Growth
4.4 APAC Vegan B12 Supplement Sales Growth
4.5 Europe Vegan B12 Supplement Sales Growth
4.6 Middle East & Africa Vegan B12 Supplement Sales Growth

**5 AMERICAS**

5.1 Americas Vegan B12 Supplement Sales by Country
5.1.1 Americas Vegan B12 Supplement Sales by Country (2020-2025)
5.1.2 Americas Vegan B12 Supplement Revenue by Country (2020-2025)

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5.2 Americas Vegan B12 Supplement Sales by Type (2020-2025)
5.3 Americas Vegan B12 Supplement Sales by Channel (2020-2025)
5.4 United States
5.5 Canada
5.6 Mexico
5.7 Brazil

**6 APAC**

6.1 APAC Vegan B12 Supplement Sales by Region
  6.1.1 APAC Vegan B12 Supplement Sales by Region (2020-2025)
  6.1.2 APAC Vegan B12 Supplement Revenue by Region (2020-2025)
6.2 APAC Vegan B12 Supplement Sales by Type (2020-2025)
6.3 APAC Vegan B12 Supplement Sales by Channel (2020-2025)
6.4 China
6.5 Japan
6.6 South Korea
6.7 Southeast Asia
6.8 India
6.9 Australia
6.10 China Taiwan

**7 EUROPE**

7.1 Europe Vegan B12 Supplement by Country
  7.1.1 Europe Vegan B12 Supplement Sales by Country (2020-2025)
  7.1.2 Europe Vegan B12 Supplement Revenue by Country (2020-2025)
7.2 Europe Vegan B12 Supplement Sales by Type (2020-2025)
7.3 Europe Vegan B12 Supplement Sales by Channel (2020-2025)
7.4 Germany
7.5 France
7.6 UK
7.7 Italy
7.8 Russia

**8 MIDDLE EAST & AFRICA**

8.1 Middle East & Africa Vegan B12 Supplement by Country
  8.1.1 Middle East & Africa Vegan B12 Supplement Sales by Country (2020-2025)

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8.1.2 Middle East & Africa Vegan B12 Supplement Revenue by Country (2020-2025)
8.2 Middle East & Africa Vegan B12 Supplement Sales by Type (2020-2025)
8.3 Middle East & Africa Vegan B12 Supplement Sales by Channel (2020-2025)
8.4 Egypt
8.5 South Africa
8.6 Israel
8.7 Turkey
8.8 GCC Countries

**9 MARKET DRIVERS, CHALLENGES AND TRENDS**

9.1 Market Drivers & Growth Opportunities
9.2 Market Challenges & Risks
9.3 Industry Trends

**10 MANUFACTURING COST STRUCTURE ANALYSIS**

10.1 Raw Material and Suppliers
10.2 Manufacturing Cost Structure Analysis of Vegan B12 Supplement
10.3 Manufacturing Process Analysis of Vegan B12 Supplement
10.4 Industry Chain Structure of Vegan B12 Supplement

**11 MARKETING, DISTRIBUTORS AND CUSTOMER**

11.1 Sales Channel
11.1.1 Direct Channels
11.1.2 Indirect Channels
11.2 Vegan B12 Supplement Distributors
11.3 Vegan B12 Supplement Customer

**12 WORLD FORECAST REVIEW FOR VEGAN B12 SUPPLEMENT BY GEOGRAPHIC REGION**

12.1 Global Vegan B12 Supplement Market Size Forecast by Region
12.1.1 Global Vegan B12 Supplement Forecast by Region (2026-2031)
12.1.2 Global Vegan B12 Supplement Annual Revenue Forecast by Region (2026-2031)
12.2 Americas Forecast by Country (2026-2031)
12.3 APAC Forecast by Region (2026-2031)

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12.4 Europe Forecast by Country (2026-2031)
12.5 Middle East & Africa Forecast by Country (2026-2031)
12.6 Global Vegan B12 Supplement Forecast by Type (2026-2031)
12.7 Global Vegan B12 Supplement Forecast by Channel (2026-2031)

## 13 KEY PLAYERS ANALYSIS

13.1 Live Conscious
13.1.1 Live Conscious Company Information
13.1.2 Live Conscious Vegan B12 Supplement Product Portfolios and Specifications
13.1.3 Live Conscious Vegan B12 Supplement Sales, Revenue, Price and Gross Margin (2020-2025)
13.1.4 Live Conscious Main Business Overview
13.1.5 Live Conscious Latest Developments
13.2 Future Kind
13.2.1 Future Kind Company Information
13.2.2 Future Kind Vegan B12 Supplement Product Portfolios and Specifications
13.2.3 Future Kind Vegan B12 Supplement Sales, Revenue, Price and Gross Margin (2020-2025)
13.2.4 Future Kind Main Business Overview
13.2.5 Future Kind Latest Developments
13.3 HUM Nutrition
13.3.1 HUM Nutrition Company Information
13.3.2 HUM Nutrition Vegan B12 Supplement Product Portfolios and Specifications
13.3.3 HUM Nutrition Vegan B12 Supplement Sales, Revenue, Price and Gross Margin (2020-2025)
13.3.4 HUM Nutrition Main Business Overview
13.3.5 HUM Nutrition Latest Developments
13.4 MegaFood
13.4.1 MegaFood Company Information
13.4.2 MegaFood Vegan B12 Supplement Product Portfolios and Specifications
13.4.3 MegaFood Vegan B12 Supplement Sales, Revenue, Price and Gross Margin (2020-2025)
13.4.4 MegaFood Main Business Overview
13.4.5 MegaFood Latest Developments
13.5 Global Healing
13.5.1 Global Healing Company Information
13.5.2 Global Healing Vegan B12 Supplement Product Portfolios and Specifications
13.5.3 Global Healing Vegan B12 Supplement Sales, Revenue, Price and Gross

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Margin (2020-2025)
13.5.4 Global Healing Main Business Overview
13.5.5 Global Healing Latest Developments
13.6 Naturelo
13.6.1 Naturelo Company Information
13.6.2 Naturelo Vegan B12 Supplement Product Portfolios and Specifications
13.6.3 Naturelo Vegan B12 Supplement Sales, Revenue, Price and Gross Margin (2020-2025)
13.6.4 Naturelo Main Business Overview
13.6.5 Naturelo Latest Developments
13.7 Deva
13.7.1 Deva Company Information
13.7.2 Deva Vegan B12 Supplement Product Portfolios and Specifications
13.7.3 Deva Vegan B12 Supplement Sales, Revenue, Price and Gross Margin (2020-2025)
13.7.4 Deva Main Business Overview
13.7.5 Deva Latest Developments
13.8 MaryRuth’s
13.8.1 MaryRuth’s Company Information
13.8.2 MaryRuth’s Vegan B12 Supplement Product Portfolios and Specifications
13.8.3 MaryRuth’s Vegan B12 Supplement Sales, Revenue, Price and Gross Margin (2020-2025)
13.8.4 MaryRuth’s Main Business Overview
13.8.5 MaryRuth’s Latest Developments
13.9 Garden of Life
13.9.1 Garden of Life Company Information
13.9.2 Garden of Life Vegan B12 Supplement Product Portfolios and Specifications
13.9.3 Garden of Life Vegan B12 Supplement Sales, Revenue, Price and Gross Margin (2020-2025)
13.9.4 Garden of Life Main Business Overview
13.9.5 Garden of Life Latest Developments
13.10 EZ Melts
13.10.1 EZ Melts Company Information
13.10.2 EZ Melts Vegan B12 Supplement Product Portfolios and Specifications
13.10.3 EZ Melts Vegan B12 Supplement Sales, Revenue, Price and Gross Margin (2020-2025)
13.10.4 EZ Melts Main Business Overview
13.10.5 EZ Melts Latest Developments
13.11 Vivo Life

+357 96 030922
info@marketpublishers.com

13.11.1 Vivo Life Company Information
13.11.2 Vivo Life Vegan B12 Supplement Product Portfolios and Specifications
13.11.3 Vivo Life Vegan B12 Supplement Sales, Revenue, Price and Gross Margin (2020-2025)
13.11.4 Vivo Life Main Business Overview
13.11.5 Vivo Life Latest Developments
13.12 Puritan's Pride
13.12.1 Puritan's Pride Company Information
13.12.2 Puritan's Pride Vegan B12 Supplement Product Portfolios and Specifications
13.12.3 Puritan's Pride Vegan B12 Supplement Sales, Revenue, Price and Gross Margin (2020-2025)
13.12.4 Puritan's Pride Main Business Overview
13.12.5 Puritan's Pride Latest Developments
13.13 Live Well Nationwide
13.13.1 Live Well Nationwide Company Information
13.13.2 Live Well Nationwide Vegan B12 Supplement Product Portfolios and Specifications
13.13.3 Live Well Nationwide Vegan B12 Supplement Sales, Revenue, Price and Gross Margin (2020-2025)
13.13.4 Live Well Nationwide Main Business Overview
13.13.5 Live Well Nationwide Latest Developments
13.14 Omvits
13.14.1 Omvits Company Information
13.14.2 Omvits Vegan B12 Supplement Product Portfolios and Specifications
13.14.3 Omvits Vegan B12 Supplement Sales, Revenue, Price and Gross Margin (2020-2025)
13.14.4 Omvits Main Business Overview
13.14.5 Omvits Latest Developments
13.15 Ergomax
13.15.1 Ergomax Company Information
13.15.2 Ergomax Vegan B12 Supplement Product Portfolios and Specifications
13.15.3 Ergomax Vegan B12 Supplement Sales, Revenue, Price and Gross Margin (2020-2025)
13.15.4 Ergomax Main Business Overview
13.15.5 Ergomax Latest Developments
13.16 EVO Nutrition
13.16.1 EVO Nutrition Company Information
13.16.2 EVO Nutrition Vegan B12 Supplement Product Portfolios and Specifications
13.16.3 EVO Nutrition Vegan B12 Supplement Sales, Revenue, Price and Gross

+357 96 030922
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Margin (2020-2025)
13.16.4 EVO Nutrition Main Business Overview
13.16.5 EVO Nutrition Latest Developments
13.17 Nuevita
13.17.1 Nuevita Company Information
13.17.2 Nuevita Vegan B12 Supplement Product Portfolios and Specifications
13.17.3 Nuevita Vegan B12 Supplement Sales, Revenue, Price and Gross Margin (2020-2025)
13.17.4 Nuevita Main Business Overview
13.17.5 Nuevita Latest Developments
13.18 Sealions
13.18.1 Sealions Company Information
13.18.2 Sealions Vegan B12 Supplement Product Portfolios and Specifications
13.18.3 Sealions Vegan B12 Supplement Sales, Revenue, Price and Gross Margin (2020-2025)
13.18.4 Sealions Main Business Overview
13.18.5 Sealions Latest Developments

**14 RESEARCH FINDINGS AND CONCLUSION**

## LIST OFTABLES

Table 1. Vegan B12 Supplement Annual Sales CAGR by Geographic Region (2020, 2024 & 2031) & ($ millions)
Table 2. Vegan B12 Supplement Annual Sales CAGR by Country/Region (2020, 2024 & 2031) & ($ millions)
Table 3. Major Players of Capsule
Table 4. Major Players of Spray
Table 5. Major Players of Others
Table 6. Global Vegan B12 Supplement Sales byType (2020-2025) & (K Units)
Table 7. Global Vegan B12 Supplement Sales Market Share byType (2020-2025)
Table 8. Global Vegan B12 Supplement Revenue byType (2020-2025) & ($ million)
Table 9. Global Vegan B12 Supplement Revenue Market Share byType (2020-2025)
Table 10. Global Vegan B12 Supplement Sale Price byType (2020-2025) & (US$/Unit)
Table 11. Global Vegan B12 Supplement Sale by Channel (2020-2025) & (K Units)
Table 12. Global Vegan B12 Supplement Sale Market Share by Channel (2020-2025)
Table 13. Global Vegan B12 Supplement Revenue by Channel (2020-2025) & ($ million)

+357 96 030922
info@marketpublishers.com

Table 14. Global Vegan B12 Supplement Revenue Market Share by Channel (2020-2025)
Table 15. Global Vegan B12 Supplement Sale Price by Channel (2020-2025) & (US$/Unit)
Table 16. Global Vegan B12 Supplement Sales by Company (2020-2025) & (K Units)
Table 17. Global Vegan B12 Supplement Sales Market Share by Company (2020-2025)
Table 18. Global Vegan B12 Supplement Revenue by Company (2020-2025) & ($ millions)
Table 19. Global Vegan B12 Supplement Revenue Market Share by Company (2020-2025)
Table 20. Global Vegan B12 Supplement Sale Price by Company (2020-2025) & (US$/Unit)
Table 21. Key Manufacturers Vegan B12 Supplement Producing Area Distribution and Sales Area
Table 22. Players Vegan B12 Supplement Products Offered
Table 23. Vegan B12 Supplement Concentration Ratio (CR3, CR5 and CR10) & (2023-2025)
Table 24. New Products and Potential Entrants
Table 25. Market M&A Activity & Strategy
Table 26. Global Vegan B12 Supplement Sales by Geographic Region (2020-2025) & (K Units)
Table 27. Global Vegan B12 Supplement Sales Market Share Geographic Region (2020-2025)
Table 28. Global Vegan B12 Supplement Revenue by Geographic Region (2020-2025) & ($ millions)
Table 29. Global Vegan B12 Supplement Revenue Market Share by Geographic Region (2020-2025)
Table 30. Global Vegan B12 Supplement Sales by Country/Region (2020-2025) & (K Units)
Table 31. Global Vegan B12 Supplement Sales Market Share by Country/Region (2020-2025)
Table 32. Global Vegan B12 Supplement Revenue by Country/Region (2020-2025) & ($ millions)
Table 33. Global Vegan B12 Supplement Revenue Market Share by Country/Region (2020-2025)
Table 34. Americas Vegan B12 Supplement Sales by Country (2020-2025) & (K Units)
Table 35. Americas Vegan B12 Supplement Sales Market Share by Country (2020-2025)
Table 36. Americas Vegan B12 Supplement Revenue by Country (2020-2025) & ($

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millions)
Table 37. Americas Vegan B12 Supplement Sales byType (2020-2025) & (K Units)
Table 38. Americas Vegan B12 Supplement Sales by Channel (2020-2025) & (K Units)
Table 39. APAC Vegan B12 Supplement Sales by Region (2020-2025) & (K Units)
Table 40. APAC Vegan B12 Supplement Sales Market Share by Region (2020-2025)
Table 41. APAC Vegan B12 Supplement Revenue by Region (2020-2025) & ($ millions)
Table 42. APAC Vegan B12 Supplement Sales byType (2020-2025) & (K Units)
Table 43. APAC Vegan B12 Supplement Sales by Channel (2020-2025) & (K Units)
Table 44. Europe Vegan B12 Supplement Sales by Country (2020-2025) & (K Units)
Table 45. Europe Vegan B12 Supplement Revenue by Country (2020-2025) & ($ millions)
Table 46. Europe Vegan B12 Supplement Sales byType (2020-2025) & (K Units)
Table 47. Europe Vegan B12 Supplement Sales by Channel (2020-2025) & (K Units)
Table 48. Middle East & Africa Vegan B12 Supplement Sales by Country (2020-2025) & (K Units)
Table 49. Middle East & Africa Vegan B12 Supplement Revenue Market Share by Country (2020-2025)
Table 50. Middle East & Africa Vegan B12 Supplement Sales byType (2020-2025) & (K Units)
Table 51. Middle East & Africa Vegan B12 Supplement Sales by Channel (2020-2025) & (K Units)
Table 52. Key Market Drivers & Growth Opportunities of Vegan B12 Supplement
Table 53. Key Market Challenges & Risks of Vegan B12 Supplement
Table 54. Key IndustryTrends of Vegan B12 Supplement
Table 55. Vegan B12 Supplement Raw Material
Table 56. Key Suppliers of Raw Materials
Table 57. Vegan B12 Supplement Distributors List
Table 58. Vegan B12 Supplement Customer List
Table 59. Global Vegan B12 Supplement SalesForecast by Region (2026-2031) & (K Units)
Table 60. Global Vegan B12 Supplement RevenueForecast by Region (2026-2031) & ($ millions)
Table 61. Americas Vegan B12 Supplement SalesForecast by Country (2026-2031) & (K Units)
Table 62. Americas Vegan B12 Supplement Annual RevenueForecast by Country (2026-2031) & ($ millions)
Table 63. APAC Vegan B12 Supplement SalesForecast by Region (2026-2031) & (K Units)
Table 64. APAC Vegan B12 Supplement Annual RevenueForecast by Region

+357 96 030922
info@marketpublishers.com

(2026-2031) & ($ millions)
Table 65. Europe Vegan B12 Supplement SalesForecast by Country (2026-2031) & (K Units)
Table 66. Europe Vegan B12 Supplement RevenueForecast by Country (2026-2031) & ($ millions)
Table 67. Middle East & Africa Vegan B12 Supplement SalesForecast by Country (2026-2031) & (K Units)
Table 68. Middle East & Africa Vegan B12 Supplement RevenueForecast by Country (2026-2031) & ($ millions)
Table 69. Global Vegan B12 Supplement SalesForecast byType (2026-2031) & (K Units)
Table 70. Global Vegan B12 Supplement RevenueForecast byType (2026-2031) & ($ millions)
Table 71. Global Vegan B12 Supplement SalesForecast by Channel (2026-2031) & (K Units)
Table 72. Global Vegan B12 Supplement RevenueForecast by Channel (2026-2031) & ($ millions)
Table 73. Live Conscious Basic Information, Vegan B12 Supplement Manufacturing Base, Sales Area and Its Competitors
Table 74. Live Conscious Vegan B12 Supplement Product Portfolios and Specifications
Table 75. Live Conscious Vegan B12 Supplement Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 76. Live Conscious Main Business
Table 77. Live Conscious Latest Developments
Table 78.Future Kind Basic Information, Vegan B12 Supplement Manufacturing Base, Sales Area and Its Competitors
Table 79.Future Kind Vegan B12 Supplement Product Portfolios and Specifications
Table 80.Future Kind Vegan B12 Supplement Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 81.Future Kind Main Business
Table 82.Future Kind Latest Developments
Table 83. HUM Nutrition Basic Information, Vegan B12 Supplement Manufacturing Base, Sales Area and Its Competitors
Table 84. HUM Nutrition Vegan B12 Supplement Product Portfolios and Specifications
Table 85. HUM Nutrition Vegan B12 Supplement Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 86. HUM Nutrition Main Business
Table 87. HUM Nutrition Latest Developments
Table 88. MegaFood Basic Information, Vegan B12 Supplement Manufacturing Base,

+357 96 030922
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Sales Area and Its Competitors
Table 89. MegaFood Vegan B12 Supplement Product Portfolios and Specifications
Table 90. MegaFood Vegan B12 Supplement Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 91. MegaFood Main Business
Table 92. MegaFood Latest Developments
Table 93. Global Healing Basic Information, Vegan B12 Supplement Manufacturing Base, Sales Area and Its Competitors
Table 94. Global Healing Vegan B12 Supplement Product Portfolios and Specifications
Table 95. Global Healing Vegan B12 Supplement Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 96. Global Healing Main Business
Table 97. Global Healing Latest Developments
Table 98. Naturelo Basic Information, Vegan B12 Supplement Manufacturing Base, Sales Area and Its Competitors
Table 99. Naturelo Vegan B12 Supplement Product Portfolios and Specifications
Table 100. Naturelo Vegan B12 Supplement Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 101. Naturelo Main Business
Table 102. Naturelo Latest Developments
Table 103. Deva Basic Information, Vegan B12 Supplement Manufacturing Base, Sales Area and Its Competitors
Table 104. Deva Vegan B12 Supplement Product Portfolios and Specifications
Table 105. Deva Vegan B12 Supplement Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 106. Deva Main Business
Table 107. Deva Latest Developments
Table 108. MaryRuth’s Basic Information, Vegan B12 Supplement Manufacturing Base, Sales Area and Its Competitors
Table 109. MaryRuth’s Vegan B12 Supplement Product Portfolios and Specifications
Table 110. MaryRuth’s Vegan B12 Supplement Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 111. MaryRuth’s Main Business
Table 112. MaryRuth’s Latest Developments
Table 113. Garden of Life Basic Information, Vegan B12 Supplement Manufacturing Base, Sales Area and Its Competitors
Table 114. Garden of Life Vegan B12 Supplement Product Portfolios and Specifications
Table 115. Garden of Life Vegan B12 Supplement Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)

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Table 116. Garden of Life Main Business
Table 117. Garden of Life Latest Developments
Table 118. EZ Melts Basic Information, Vegan B12 Supplement Manufacturing Base, Sales Area and Its Competitors
Table 119. EZ Melts Vegan B12 Supplement Product Portfolios and Specifications
Table 120. EZ Melts Vegan B12 Supplement Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 121. EZ Melts Main Business
Table 122. EZ Melts Latest Developments
Table 123. Vivo Life Basic Information, Vegan B12 Supplement Manufacturing Base, Sales Area and Its Competitors
Table 124. Vivo Life Vegan B12 Supplement Product Portfolios and Specifications
Table 125. Vivo Life Vegan B12 Supplement Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 126. Vivo Life Main Business
Table 127. Vivo Life Latest Developments
Table 128. Puritan's Pride Basic Information, Vegan B12 Supplement Manufacturing Base, Sales Area and Its Competitors
Table 129. Puritan's Pride Vegan B12 Supplement Product Portfolios and Specifications
Table 130. Puritan's Pride Vegan B12 Supplement Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 131. Puritan's Pride Main Business
Table 132. Puritan's Pride Latest Developments
Table 133. Live Well Nationwide Basic Information, Vegan B12 Supplement Manufacturing Base, Sales Area and Its Competitors
Table 134. Live Well Nationwide Vegan B12 Supplement Product Portfolios and Specifications
Table 135. Live Well Nationwide Vegan B12 Supplement Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 136. Live Well Nationwide Main Business
Table 137. Live Well Nationwide Latest Developments
Table 138. Omvits Basic Information, Vegan B12 Supplement Manufacturing Base, Sales Area and Its Competitors
Table 139. Omvits Vegan B12 Supplement Product Portfolios and Specifications
Table 140. Omvits Vegan B12 Supplement Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 141. Omvits Main Business
Table 142. Omvits Latest Developments
Table 143. Ergomax Basic Information, Vegan B12 Supplement Manufacturing Base,

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Sales Area and Its Competitors
Table 144. Ergomax Vegan B12 Supplement Product Portfolios and Specifications
Table 145. Ergomax Vegan B12 Supplement Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 146. Ergomax Main Business
Table 147. Ergomax Latest Developments
Table 148. EVO Nutrition Basic Information, Vegan B12 Supplement Manufacturing Base, Sales Area and Its Competitors
Table 149. EVO Nutrition Vegan B12 Supplement Product Portfolios and Specifications
Table 150. EVO Nutrition Vegan B12 Supplement Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 151. EVO Nutrition Main Business
Table 152. EVO Nutrition Latest Developments
Table 153. Nuevita Basic Information, Vegan B12 Supplement Manufacturing Base, Sales Area and Its Competitors
Table 154. Nuevita Vegan B12 Supplement Product Portfolios and Specifications
Table 155. Nuevita Vegan B12 Supplement Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 156. Nuevita Main Business
Table 157. Nuevita Latest Developments
Table 158. Sealions Basic Information, Vegan B12 Supplement Manufacturing Base, Sales Area and Its Competitors
Table 159. Sealions Vegan B12 Supplement Product Portfolios and Specifications
Table 160. Sealions Vegan B12 Supplement Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 161. Sealions Main Business
Table 162. Sealions Latest Developments

## LIST OFFIGURES

Figure 1. Picture of Vegan B12 Supplement
Figure 2. Vegan B12 Supplement Report Years Considered
Figure 3. Research Objectives
Figure 4. Research Methodology
Figure 5. Research Process and Data Source
Figure 6. Global Vegan B12 Supplement Sales Growth Rate 2020-2031 (K Units)
Figure 7. Global Vegan B12 Supplement Revenue Growth Rate 2020-2031 ($ millions)

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Figure 8. Vegan B12 Supplement Sales by Geographic Region (2020, 2024 & 2031) & ($ millions)
Figure 9. Vegan B12 Supplement Sales Market Share by Country/Region (2024)
Figure 10. Vegan B12 Supplement Sales Market Share by Country/Region (2020, 2024 & 2031)
Figure 11. Product Picture of Capsule
Figure 12. Product Picture of Spray
Figure 13. Product Picture of Others
Figure 14. Global Vegan B12 Supplement Sales Market Share byType in 2025
Figure 15. Global Vegan B12 Supplement Revenue Market Share byType (2020-2025)
Figure 16. Vegan B12 Supplement Consumed in Offline Sales
Figure 17. Global Vegan B12 Supplement Market: Offline Sales (2020-2025) & (K Units)
Figure 18. Vegan B12 Supplement Consumed in Online Sales
Figure 19. Global Vegan B12 Supplement Market: Online Sales (2020-2025) & (K Units)
Figure 20. Global Vegan B12 Supplement Sale Market Share by Channel (2024)
Figure 21. Global Vegan B12 Supplement Revenue Market Share by Channel in 2025
Figure 22. Vegan B12 Supplement Sales by Company in 2025 (K Units)
Figure 23. Global Vegan B12 Supplement Sales Market Share by Company in 2025
Figure 24. Vegan B12 Supplement Revenue by Company in 2025 ($ millions)
Figure 25. Global Vegan B12 Supplement Revenue Market Share by Company in 2025
Figure 26. Global Vegan B12 Supplement Sales Market Share by Geographic Region (2020-2025)
Figure 27. Global Vegan B12 Supplement Revenue Market Share by Geographic Region in 2025
Figure 28. Americas Vegan B12 Supplement Sales 2020-2025 (K Units)
Figure 29. Americas Vegan B12 Supplement Revenue 2020-2025 ($ millions)
Figure 30. APAC Vegan B12 Supplement Sales 2020-2025 (K Units)
Figure 31. APAC Vegan B12 Supplement Revenue 2020-2025 ($ millions)
Figure 32. Europe Vegan B12 Supplement Sales 2020-2025 (K Units)
Figure 33. Europe Vegan B12 Supplement Revenue 2020-2025 ($ millions)
Figure 34. Middle East & Africa Vegan B12 Supplement Sales 2020-2025 (K Units)
Figure 35. Middle East & Africa Vegan B12 Supplement Revenue 2020-2025 ($ millions)
Figure 36. Americas Vegan B12 Supplement Sales Market Share by Country in 2025
Figure 37. Americas Vegan B12 Supplement Revenue Market Share by Country (2020-2025)
Figure 38. Americas Vegan B12 Supplement Sales Market Share byType (2020-2025)
Figure 39. Americas Vegan B12 Supplement Sales Market Share by Channel (2020-2025)

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Figure 40. United States Vegan B12 Supplement Revenue Growth 2020-2025 ($ millions)
Figure 41. Canada Vegan B12 Supplement Revenue Growth 2020-2025 ($ millions)
Figure 42. Mexico Vegan B12 Supplement Revenue Growth 2020-2025 ($ millions)
Figure 43. Brazil Vegan B12 Supplement Revenue Growth 2020-2025 ($ millions)
Figure 44. APAC Vegan B12 Supplement Sales Market Share by Region in 2025
Figure 45. APAC Vegan B12 Supplement Revenue Market Share by Region (2020-2025)
Figure 46. APAC Vegan B12 Supplement Sales Market Share byType (2020-2025)
Figure 47. APAC Vegan B12 Supplement Sales Market Share by Channel (2020-2025)
Figure 48. China Vegan B12 Supplement Revenue Growth 2020-2025 ($ millions)
Figure 49. Japan Vegan B12 Supplement Revenue Growth 2020-2025 ($ millions)
Figure 50. South Korea Vegan B12 Supplement Revenue Growth 2020-2025 ($ millions)
Figure 51. Southeast Asia Vegan B12 Supplement Revenue Growth 2020-2025 ($ millions)
Figure 52. India Vegan B12 Supplement Revenue Growth 2020-2025 ($ millions)
Figure 53. Australia Vegan B12 Supplement Revenue Growth 2020-2025 ($ millions)
Figure 54. ChinaTaiwan Vegan B12 Supplement Revenue Growth 2020-2025 ($ millions)
Figure 55. Europe Vegan B12 Supplement Sales Market Share by Country in 2025
Figure 56. Europe Vegan B12 Supplement Revenue Market Share by Country (2020-2025)
Figure 57. Europe Vegan B12 Supplement Sales Market Share byType (2020-2025)
Figure 58. Europe Vegan B12 Supplement Sales Market Share by Channel (2020-2025)
Figure 59. Germany Vegan B12 Supplement Revenue Growth 2020-2025 ($ millions)
Figure 60.France Vegan B12 Supplement Revenue Growth 2020-2025 ($ millions)
Figure 61. UK Vegan B12 Supplement Revenue Growth 2020-2025 ($ millions)
Figure 62. Italy Vegan B12 Supplement Revenue Growth 2020-2025 ($ millions)
Figure 63. Russia Vegan B12 Supplement Revenue Growth 2020-2025 ($ millions)
Figure 64. Middle East & Africa Vegan B12 Supplement Sales Market Share by Country (2020-2025)
Figure 65. Middle East & Africa Vegan B12 Supplement Sales Market Share byType (2020-2025)
Figure 66. Middle East & Africa Vegan B12 Supplement Sales Market Share by Channel (2020-2025)
Figure 67. Egypt Vegan B12 Supplement Revenue Growth 2020-2025 ($ millions)
Figure 68. South Africa Vegan B12 Supplement Revenue Growth 2020-2025 ($ millions)

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Figure 69. Israel Vegan B12 Supplement Revenue Growth 2020-2025 ($ millions)
Figure 70.Turkey Vegan B12 Supplement Revenue Growth 2020-2025 ($ millions)
Figure 71. GCC Countries Vegan B12 Supplement Revenue Growth 2020-2025 ($ millions)
Figure 72. Manufacturing Cost Structure Analysis of Vegan B12 Supplement in 2025
Figure 73. Manufacturing Process Analysis of Vegan B12 Supplement
Figure 74. Industry Chain Structure of Vegan B12 Supplement
Figure 75. Channels of Distribution
Figure 76. Global Vegan B12 Supplement Sales MarketForecast by Region (2026-2031)
Figure 77. Global Vegan B12 Supplement Revenue Market ShareForecast by Region (2026-2031)
Figure 78. Global Vegan B12 Supplement Sales Market ShareForecast byType (2026-2031)
Figure 79. Global Vegan B12 Supplement Revenue Market ShareForecast byType (2026-2031)
Figure 80. Global Vegan B12 Supplement Sales Market ShareForecast by Channel (2026-2031)
Figure 81. Global Vegan B12 Supplement Revenue Market ShareForecast by Channel (2026-2031)

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