

Mineral Supplement Market Report: Trends, Forecast and Competitive Analysis

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Abstracts

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The future of the mineral supplements market looks promising with opportunities in the food & beverages, pharmaceuticals, and other applications. The global mineral supplements market is expected to grow with a CAGR of 7%-8% from 2020 to 2025. The major growth drivers for this market are growing geriatric population in the world, insufficient food consumption by aging population, and rising prevalence of mineral deficiencies, especially calcium, zinc, and iron.

An emerging trend, which has a direct impact on the dynamics of the industry, includes new product development and innovative delivery formats, including powders, chews, transdermal creams and sprays.

A total of 150 figures / charts and 130 tables are provided in this 200-page report to help in your business decisions. Sample figures with insights are shown below. To learn the scope of benefits, companies researched, and other details of mineral supplements market report, download the report brochure.

The study includes a trend and forecast for the global mineral supplements market by end user, application, product type, and region as follows:

By End User [\$M shipment analysis for 2014 – 2025]:

Adult Women

Adult Men

Senior Citizen

Others

By Application [\$M shipment analysis for 2014 – 2025]:

Pharmaceutical

Food & Beverage

Others

By Product Type [\$M shipment analysis for 2014 – 2025]:

Calcium

Magnesium

Iron

Potassium

Zinc

Chromium

Selenium

Others

By Region [\$M shipment analysis for 2014 – 2025]:

North America

United States

Canada

Mexico

Europe

Germany

France

U.K

Italy

Asia Pacific

China

India

Japan

The Rest of the World

Some of the mineral supplement companies profiled in this report include Glanbia Plc, E. I. Du Pont, NBTY, Inc., DSM N.V., BASF SE, Bayer AG, Atrium Innovations Inc., Amway, Nestle, Biovea, Herbalife International of America, Inc., and Sanofi.

Lucintel forecasts that calcium will remain the largest product type over the forecast period due to growing prevalence of osteoporosis, increasing cases of cancer, particularly breast cancer, pose high risk of developing osteoporosis at an early stage.

Within the mineral supplements market, adult women, adult men, senior citizen, and others are the major end users. Adult women segment is the largest end user segment for mineral supplements due to increasing health and weight related problems among middle-aged women.

North America will remain the largest market over the forecast period due to increasing awareness about healthcare and high disposable income that drive people to invest more on healthcare and wellness.

Features of the Global Mineral Supplements Market

Market Size Estimates: Global mineral supplements market size estimation in terms of value (\$B) shipment.

Trend and Forecast Analysis: Market trends (2014-2019) and forecast (2020-2025) by various segments.

Segmentation Analysis: Global mineral supplements market size by various segments, such as end user, application, and product type in terms of value.

Regional Analysis: Global mineral supplements market breakdown by the North America, Europe, Asia Pacific, and Rest of the World.

Growth Opportunities: Analysis of growth opportunities in different end user, application, product type and regions for the global mineral supplements market.

Strategic Analysis: This includes M&A, new product development, and competitive landscape of the global mineral supplements market.

Analysis of competitive intensity of the industry based on Porter's Five Forces model.

This report answers following key questions

Q.1 What are some of the most promising potential, high-growth opportunities for the global mineral supplements market by end users (Adult Women, Adult Men, Senior Citizen, and Others), by application (Pharmaceutical, Food & Beverage, and Others), product type (Calcium, Magnesium, Iron, Potassium, Zinc, Chromium, Selenium, and Others), and region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q.2 Which segments will grow at a faster pace and why?

Q.3 Which regions will grow at a faster pace and why?

Q.4 What are the key factors affecting market dynamics? What are the drivers and challenges of the market?

- Q.5 What are the business risks and threats to the market?
- Q.6 What are emerging trends in this market and the reasons behind them?
- Q.7 What are some changing demands of customers in the market?
- Q.8 What are the new developments in the market? Which companies are leading these developments?
- Q.9 Who are the major players in this market? What strategic initiatives are being implemented by key players for business growth?
- Q.10 What are some of the competitive products and processes in this area and how big of a threat do they pose for loss of market share via material or product substitution?
- Q.11 What M & A activities have taken place in the last 5 years in this market?

Report Scope

Key Features Description

Base Year for Estimation 2019

Trend Period

(Actual Estimates) 2014-2019

Forecast Period 2020-2025

Pages More than 150

Market Representation / Units Revenue in US \$ Million

Report Coverage Market Trends & Forecasts, Competitor Analysis, New Product Development, Company Expansion, Merger Acquisitions & Joint Venture, and Company Profiling

Market Segments By End Users (Adult Women, Adult Men, Senior Citizen, and Others), By Application (Pharmaceutical, Food & Beverage, and Others), By Product Type (Calcium, Magnesium, Iron, Potassium, Zinc, Chromium, Selenium, and Others)

Regional Scope North America (The United States, Mexico, Canada), Europe (Germany, France, U.K. and Italy), Asia Pacific (China, India, and Japan), and RoW

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