

# Vitamin D Market Report: Trends, Forecast and Competitive Analysis

<https://marketpublishers.com/r/VBA1548D4EADEN.html>

Date: June 2024

Pages: 150

Price: US\$ 4,850.00 (Single User License)

ID: VBA1548D4EADEN

## Abstracts

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The future of the vitamin D market looks promising with opportunities in functional food and beverage, pharmaceutical, animal feed and pet food, and personal care applications. The global vitamin D market is expected to grow with a CAGR of 10%-12% from 2020 to 2025. The major drivers for this market are growing awareness of vitamin D deficiency among consumers, increasing demand for a balanced diet, and growing bone and joint health cases all over the world.

A total of XX figures / charts and XX tables are provided in this more than 150-page report to help in your business decisions. Sample figures with some insights are shown below. To learn the scope, benefits, companies researched, and other details of the global vitamin D market report, please download the report brochure.

In this market, vitamin D2 is the largest analog segment of vitamin D, whereas pharmaceuticals is the largest application. Growth in various segments of the vitamin D market are given below:

The study includes trends and forecast for the global vitamin D market by analog, application, end user, product form, and region as follows:

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

Vitamin D2  
Vitamin D3

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

Functional Food & Beverages Pharmaceuticals Animal Feed & Pet Food Personal Care

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

Children Adults Pregnant Women

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

Liquid Dry

By Region [Value (\$ Million) shipment analysis for 2014 – 2025]:

North America United States Canada Mexico Europe United Kingdom Spain Germany France Asia Pacific China India Japan The Rest of the World Brazil

Some of the vitamin D companies profiled in this report include Archer Daniels Midland, Nestlé, Taizhou Haisheng Pharmaceutical, Pfizer, Groupe Danone, Abbott Laboratories, BASF, Koninklijke DSM, and Fermenta Biotech.

Lucintel forecasts that vitamin D2 will remain the largest segment over the forecast period due to wide applications of vitamin D2.

Within this market, pharmaceuticals will remain the largest segment by application over the forecast period due to the factors such as high cost associated with the IU level or potency level of vitamin D used in the pharmaceutical industry and very low quantity of vitamin D is used in pharmaceuticals, due to its high quality, and thus, the volume market is comparatively less than other applications.

Asia Pacific will remain the largest region over the forecast period due to the rise in income levels, significant consumer demand for nutritional and healthy products, and diversification of the region's functional food and beverage products.

## Features of the Global Vitamin D Market

Market Size Estimates: Global vitamin D market size estimation in terms of value (\$M) shipment. Trend and Forecast Analysis: Market trends (2014-2019) and forecast (2020-2025) by various segments. Segmentation Analysis: Global vitamin D market size by various segments, such as analog, application, end user, product form in terms of

value. Regional Analysis: Global vitamin D market breakdown by North America, Europe, Asia Pacific, and Rest of the World. Growth Opportunities: Analysis of growth opportunities in different analog, application, end user, product form, and region for the global vitamin D market. Strategic Analysis: This includes M&A, new product development, and competitive landscape of the global vitamin D 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 vitamin D market by analog (vitamin D2 and vitamin D3), application (functional food & beverages, pharmaceuticals, animal feed & pet food, and personal care), end use (children, adults, and pregnant women), form (liquid and dry), and region (North America, Europe, Asia Pacific, and Rest of the World)?

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

Q.3 Which region 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 global vitamin D market?

Q.5 What are the business risks and threats to the global vitamin D market?

Q.6 What are the emerging trends in this vitamin D market and the reasons behind them?

Q.7 What are some changing demands of customers in this vitamin D market?

Q.8 What are the new developments in this vitamin D market? Which companies are leading these developments?

Q.9 Who are the major players in this vitamin D 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 vitamin D market, 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 did take place in the last five years in the global vitamin D market?

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