

Vitamin Supplement Market Report: Trends, Forecast and Competitive Analysis

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Abstracts

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The future of the global vitamin supplements market looks promising with opportunities in dietary supplements, pharmaceutical, and food and beverage applications. The global vitamin supplements market is forecast to grow with a CAGR of 7%-8% from 2020 to 2025. The major drivers for this market are increasing per capita income, growing health awareness among people, and growing vitamins deficiency among the population.

An emerging trend, which has a direct impact on the dynamics of the industry, includes innovative products like vitamin spray supplements, soft gels, and gel caps apart from tablets and powders.

A total of 157 figures / charts and 132 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 vitamin supplements market report, download the report brochure.

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

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

Adult Women

Adult Men

Senior Citizen

Others

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

Dietary Supplements

Pharmaceutical

Food and Beverage

Others

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

Multivitamin

Vitamin B

Vitamin C

Vitamin D

Others

By Region [Value (\$ Million) 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 vitamin supplement companies profiled in this report include Dupont, Amway, Pfizer Inc., Bayer AG, BASF SE, Glanbia PLC, NBTY INC, Pharmavite LLC, and Nature's Products Inc.

Lucintel forecasts that synthetic multivitamin will remain the largest vitamin type over the forecast period owing to its multiple variants coming up in the market.

Within the vitamin supplements market, adult women will remain the largest end user and it is also expected to witness the highest growth during the forecast period owing to the growing Vitamin B-12 and Vitamin D deficiencies in the adult women.

APAC will remain the largest region and it is also expected to witness the highest growth over the over the forecast period due to rise in urban population, high disposable income, and increasing health consciousness among end users.

Features of the Global Vitamin Supplements Market

Market Size Estimates: Global vitamin supplements 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 supplements market size by various segments, such as end user, application, and product type in terms of value.

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

Growth Opportunities: Analysis of growth opportunities in different end use industries and regions for the global vitamin supplements market.

Strategic Analysis: This includes M&A, new product development, and competitive landscape of the global vitamin 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 vitamin supplements market by end users (Adult Women, Adult Men, Senior Citizen, and Others), by application (Dietary Supplements, Pharmaceutical, Food and Beverage, and Others), product type (Multivitamin, Vitamin B, Vitamin C, Vitamin D, 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 User (Adult Women, Adult Men, Senior Citizen, etc.), By Application (Dietary Supplement, Pharmaceutical, Food and Beverage, etc.), By Product Type (Multivitamin, Vitamin B, Vitamin C, Vitamin D, etc.)

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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