

Gummy Vitamins Market by Product Type (Multivitamins, Single Vitamins), Source (Animal, Plant), Packaging Type (Bottles & Jars, Pouches), Distribution Channel (Store-Based, Online), End User (Adult, Children), and Region - Global Forecast to 2025

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Abstracts

According to MarketsandMarkets, the global gummy vitamins market size is estimated to be valued at USD 5.9 billion in 2020 and projected to reach USD 10.6 billion by 2025, recording a CAGR of 12.5%, in terms of value. Factors such as the rising incidences of vitamin deficiencies and undernourishments, along with growing awareness for on-the-go supplements, offering pleasant tastes and convenience in consumption are projected to drive the growth of the gummy vitamins industry during the forecast period.

However, the growth of the gummy vitamins market is inhibited by factors, such as high costs of products, owing to the value-added benefits of the product and costlier procurement of ingredients/raw materials. In addition, the risks and side-effects associated with the over-consumption of gummy format supplements and formulation challenges faced by the key manufacturers inhibits the growth of this market.

“By end-user, the adult segment is projected to grow at the highest CAGR during the forecast period.”

Owing to the higher population of adults across the globe, along with higher risks of occurrence of chronic diseases caused due to vitamin deficiencies, are few of the factors resulting in a higher growth rate of the adult segment during the forecast period. Also, the ability to absorb vitamins from foods and the external environment reduces or

vanishes slowly with age. Hence, the aging population majorly rely on these dietary supplements to balance their dietary requirements. Thus, the adult segment is further projected to grow at a faster growth rate.

“By distribution channel, the online channel is estimated to account for the fastest growth rate.”

The store-based segment dominated the global gummy vitamins market, based on the distribution channel, in 2019. However, the increase in global companies, awareness regarding the association of online retail stores with discounted price products, higher margins, and the availability of various products are a few factors that have led to non-store based distribution channels to grow at a faster pace in the coming years. Non-store based distribution channel majorly consists of online retailing and direct to consumer channels. Hence, this segment is expected to grow at a higher rate than compared to that of the store-based channels.

“By source, the plant source is projected to grow at the highest CAGR during the forecast period.”

The plant-based segment is projected to grow at the highest CAGR during the forecast period. Consumers increasingly prefer adopting vegan and vegetarian lifestyles. Due to these factors, manufacturers in the global gummy vitamins market are producing gummies with agar-agar and xanthan gum, and plant-based alternatives to avoid the use of gelatin. As the consumers in the global market are increasingly shifting toward plant-based sources of products, the market is projected to grow at a higher pace.

“By product type, the multivitamin gummies are expected to record the highest CAGR during the forecast period.”

The multivitamin segment is projected to grow at the highest CAGR during the forecast period. Consumers in the market prefer consuming multivitamin gummies over and above the single vitamin gummies. This is attributed to factors such as multivitamin gummies provide benefits of multiple vitamins in one single gummy. Also, consuming single concentrated vitamin gummy for various vitamin deficiencies is time, money, and effort consuming. Thus, the multivitamin gummy products are projected to witness substantial demand in the forecasted period.

“The Asia Pacific region is projected to grow at the highest CAGR during the forecast period”

The market for gummy vitamins is still in the nascent stage of the region, particularly in countries, such as India, Japan, and other developing countries, in the region. This is attributed to the countries in the region with a dense population, of which a majority of the population is either unaware of such formats of dietary supplements or have limited spending power for premium supplement products. However, people are becoming aware of the association of high risks of chronic diseases with unhealthy dietary lifestyles and the lack of essential nutrients in the body.

Moreover, the increase in consumption and market potential for dietary supplements in the region is enhanced further by the large-scale industrial base of dietary supplement manufacturers. According to the International Labor Organization, the employment-to-population ratio stands at 59.7% as compared to 58.6% at the global level. With such a high working-class population, it provides a wide scope of opportunities for gummy vitamin manufacturers to venture into the region due to the busier lifestyles of a majority of the population. Additionally, with a rise in awareness, this population mainly prefers adopting preventive healthcare measures and products that are easy and on-the-go to consume and offer health benefits, providing a larger base of customers to manufacturers of gummy vitamins. These factors are projected to further drive the demand for gummy vitamins in the coming years.

The gummy vitamins market is segmented region-wise, with a detailed analysis of each region. These regions include Asia Pacific, North America, Europe, South America, and RoW (the Middle East and Africa).

Break-up of Primaries

By Value Chain: Manufacturers– 85% and Suppliers– 15%

By Designation: CXOs- 34%, Managers– 44%, and Executives– 22%

By Region: Asia Pacific - 10%, North America- 60%, Europe - 18%, South America - 8%, and Middle East & Africa - 4%

Leading players profiled in this report include the following:

Church & Dwight Co. Inc. (US),

Life Science Nutritionals (Canada),
Bettera Brands LLC (US), Softigel (US),
Nature's Way Products, LLC (US),
Zanon Vitamec Inc. (US),
Olly Public Benefit Corporation (US),
Herbaland Naturals Inc. (Canada),
Hero Nutritionals, LLC (US),
SmartyPants Inc. (US),
The Nature's Bounty Co. (US),
IM Healthcare (India),
Nutra Solutions (US),
Makers Nutrition, LLC (US),
Vitakem Nutraceutical Inc. (US),
Bayer Group (Germany),
The Clorox Company (US),
Ernest Jackson (UK),
Boscogen, Inc (US), and
Santa Cruz Nutritionals Inc. (US)

Research Coverage

This report segments the gummy vitamins market on the basis of product type, source, packaging type, distribution channel, end-users, and region. In terms of insights, this research report focuses on various levels of analyses—competitive landscape, pricing insights, end-use analysis, and company profiles—which together comprise and discuss the basic views on the emerging & high-growth segments of the gummy vitamins market, high-growth regions, countries, industry trends, drivers, restraints, opportunities, and challenges.

Reasons to buy this report

To get a comprehensive overview of the gummy vitamins market

To gain wide-ranging information about the top players in this industry, their product portfolio details, and the key strategies adopted by them

To gain insights about the major countries/regions in which the gummy vitamins market is flourishing

Contents

1 INTRODUCTION

1.1 OBJECTIVES OF THE STUDY

1.2 MARKET DEFINITION

FIGURE 1 MARKET SEGMENTATION

1.3 REGIONS COVERED

1.4 PERIODIZATION CONSIDERED

1.5 CURRENCY CONSIDERED

TABLE 1 USD EXCHANGE RATES CONSIDERED, 2017–2019

1.6 STAKEHOLDERS

2 RESEARCH METHODOLOGY

2.1 RESEARCH DATA

FIGURE 2 GUMMY VITAMINS MARKET: RESEARCH DESIGN

2.1.1 SECONDARY DATA

2.1.1.1 Key Data from Secondary Sources

2.1.2 PRIMARY DATA

2.1.2.1 Key Data from Secondary Sources

2.1.2.2 Breakdown of Primaries

2.2 MARKET SIZE ESTIMATION

2.2.1 GUMMY VITAMINS MARKET SIZE ESTIMATION- METHOD 1

2.2.2 GUMMY VITAMINS MARKET SIZE ESTIMATION- METHOD 2

2.2.3 GUMMY VITAMINS MARKET SIZE ESTIMATION NOTES

2.3 DATA TRIANGULATION

FIGURE 3 DATA TRIANGULATION METHODOLOGY

2.4 ASSUMPTIONS FOR THE STUDY

2.5 LIMITATIONS OF THE STUDY

3 EXECUTIVE SUMMARY

TABLE 2 GUMMY VITAMINS MARKET SNAPSHOT, 2020 VS. 2025

FIGURE 4 GUMMY VITAMINS MARKET SIZE, BY PRODUCT TYPE, 2020 VS. 2025
(USD MILLION)

FIGURE 5 GUMMY VITAMINS MARKET SIZE, BY SOURCE, 2020 VS. 2025 (USD
MILLION)

FIGURE 6 GUMMY VITAMINS MARKET SIZE, BY PACKAGING TYPE, 2020 VS. 2025

Gummy Vitamins Market by Product Type (Multivitamins, Single Vitamins), Source (Animal, Plant), Packaging Type...

(USD MILLION)

FIGURE 7 GUMMY VITAMINS MARKET SIZE, BY DISTRIBUTION CHANNEL, 2020 VS. 2025 (USD MILLION)

FIGURE 8 GUMMY VITAMINS MARKET SIZE, BY END USER, 2020 VS. 2025 (USD MILLION)

FIGURE 9 GUMMY VITAMINS MARKET SHARE (VALUE), BY REGION, 2019

4 PREMIUM INSIGHTS

4.1 GROWTH OPPORTUNITIES IN THE GUMMY VITAMINS MARKET

FIGURE 10 GROWING HEALTH AWARENESS AND ACCEPTANCE OF CHEWABLE FORMAT OF SUPPLEMENTS TO DRIVE THE GUMMY VITAMINS MARKET

4.2 GUMMY VITAMINS MARKET, BY APPLICATION, 2019

FIGURE 11 ADULT SEGMENT TO ACCOUNT FOR A HIGHER SHARE IN THE GUMMY VITAMINS MARKET

4.3 NORTH AMERICA: GUMMY VITAMINS MARKET, BY KEY END USER AND COUNTRY

FIGURE 12 NORTH AMERICA: HIGH ADOPTION OF CHEWABLE VITAMIN SUPPLEMENT PRODUCTS IN THE US TO BOOST THE MARKET GROWTH

4.4 GUMMY VITAMINS MARKET, BY END USER AND REGION, 2019

FIGURE 13 NORTH AMERICA ACCOUNTED FOR THE LARGEST SHARE IN THE GUMMY VITAMINS MARKET IN 2019

4.5 GUMMY VITAMINS MARKET, BY KEY COUNTRY, 2019

FIGURE 14 US ACCOUNTED FOR THE LARGEST MARKET SHARE IN 2019

5 MARKET OVERVIEW

5.1 INTRODUCTION

FIGURE 15 EXPERIENCES OF CONSUMERS SURVEYED WITH SWALLOWING PROBLEMS

5.2 MARKET DYNAMICS

FIGURE 16 MARKET DYNAMICS: GUMMY VITAMINS MARKET

5.2.1 DRIVERS

5.2.1.1 Increase in incidences of vitamin deficiencies and undernourishment in developing and underdeveloped countries and regions

5.2.1.2 High demand for on-the-go dietary supplement products

5.2.1.3 Increase in need to improve immunity and maintain health encourages consumption of gummies to balance daily vitamin requirements

FIGURE 17 SURVEY OF 990 RESPONDENTS ON THE TYPES OF SUPPLEMENTS

CONSUMED IN THE UK, 2018

5.2.2 RESTRAINTS

5.2.2.1 High sugar content in gummy vitamin products results in other health-related problems among consumers

5.2.2.2 High cost of the products

5.2.3 OPPORTUNITIES

5.2.3.1 Rise in demand for vegan and sugar-free gummies instead of gelatin and sugar gummies

FIGURE 18 UK: VEGAN POPULATION, 2014-2018

5.2.3.2 Synthetic and natural flavor enhancements and developments according to the dynamic demands for improved flavors among consumers

5.2.4 CHALLENGES

5.2.4.1 Risks and side-effects associated with the overconsumption of gummy formats

5.2.4.2 Formulation challenges for inducing vitamin ingredients in gummies

5.3 TRADING AND QUALITY PRACTICES FOR GUMMY VITAMINS

5.4 PRICING ANALYSIS OF GUMMY VITAMINS

5.5 PATENT ANALYSIS

FIGURE 19 GEOGRAPHICAL ANALYSIS: PATENT APPROVAL FOR THE GUMMY VITAMINS MARKET, 2015–2020

TABLE 3 LIST OF IMPORTANT PATENTS FOR GUMMY VITAMINS, 2015-2020

5.6 REGULATIONS RELATED TO THE SUPPLEMENTS AND GUMMY VITAMINS PRODUCTS

5.6.1 INTRODUCTION

TABLE 4 DEFINITIONS AND REGULATIONS FOR DIETARY SUPPLEMENTS AROUND

THE WORLD

5.7 NORTH AMERICA

5.7.1 CANADA

5.7.2 US

5.7.3 MEXICO

5.8 EUROPEAN UNION (EU)

5.8.1 FRANCE

5.8.2 RUSSIA

5.8.3 SPAIN

5.9 ASIA PACIFIC

5.9.1 JAPAN

5.9.2 CHINA

5.9.3 INDIA

- 5.9.4 AUSTRALIA & NEW ZEALAND
- 5.10 SOUTH AMERICA
 - 5.10.1 BRAZIL
 - 5.10.2 ARGENTINA
- 5.11 MIDDLE EAST & AFRICA
 - 5.11.1 ISRAEL

6 ECOSYSTEM/ MARKET MAP

- FIGURE 20 PROTEINS, VITAMINS & MINERALS: ECOSYSTEM VIEW
- FIGURE 21 PROTEINS, VITAMINS & MINERALS: MARKET MAP
- FIGURE 22 NUTRACEUTICALS AND DIETARY SUPPLEMENTS: ECOSYSTEM VIEW
- FIGURE 23 NUTRACEUTICALS AND DIETARY SUPPLEMENTS: MARKET MAP
- 6.1 SUPPLY CHAIN ANALYSIS
 - FIGURE 24 GUMMY VITAMINS: SUPPLY CHAIN
- 6.2 YC AND YCC SHIFT
 - FIGURE 25 YC AND YCC SHIFT FOR THE GUMMY VITAMINS MARKET

7 CASE STUDY ANALYSIS

- 7.1 CASE STUDIES ON TOP INDUSTRY INNOVATIONS AND BEST PRACTICES
 - 7.1.1 NEWER FORMULATIONS WITH NUTRITION-DENSE INGREDIENTS AND CLEAN LABELS
 - 7.1.2 EXPANDING FLAVORING OPTIONS OFFERED BY KEY PLAYERS WITH NATURAL AND APPEALING FLAVORS
 - 7.1.3 HIGH INVESTMENTS BY MANUFACTURERS IN ADVANCED TECHNOLOGY AND RISE IN OPERATIONAL EFFICIENCIES TO REDUCE THE OVERALL COST

8 GUMMY VITAMINS MARKET, BY PRODUCT TYPE

- 8.1 INTRODUCTION
 - FIGURE 26 GUMMY VITAMINS MARKET SIZE, BY PRODUCT TYPE, 2020 VS. 2025 (USD MILLION)
 - TABLE 5 GUMMY VITAMINS MARKET SIZE, BY PRODUCT TYPE, 2018–2025 (USD MILLION)
- 8.2 COVID-19 IMPACT ANALYSIS
 - TABLE 6 COVID-19 IMPACT ANALYSIS – BY PRODUCT TYPE (OPTIMISTIC SCENARIO)
 - TABLE 7 COVID-19 IMPACT ANALYSIS – BY PRODUCT TYPE (REALISTIC

SCENARIO)

TABLE 8 COVID-19 IMPACT ANALYSIS – BY PRODUCT TYPE (PESSIMISTIC SCENARIO)

8.3 SINGLE VITAMIN

TABLE 9 SINGLE VITAMIN MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

8.4 MULTIVITAMIN

TABLE 10 MULTIVITAMIN MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

9 GUMMY VITAMINS MARKET, BY SOURCE

9.1 INTRODUCTION

FIGURE 27 GUMMY VITAMINS MARKET SIZE, BY SOURCE, 2020 VS. 2025 (USD MILLION)

TABLE 11 GUMMY VITAMINS MARKET SIZE, BY SOURCE, 2018–2025 (USD MILLION)

9.2 COVID-19 IMPACT ANALYSIS

TABLE 12 COVID-19 IMPACT ANALYSIS – BY SOURCE (OPTIMISTIC SCENARIO)

TABLE 13 COVID-19 IMPACT ANALYSIS – BY SOURCE (REALISTIC SCENARIO)

TABLE 14 COVID-19 IMPACT ANALYSIS – BY SOURCE (PESSIMISTIC SCENARIO)

9.3 ANIMAL

TABLE 15 ANIMAL GUMMY VITAMINS MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

9.4 PLANT

TABLE 16 PLANT GUMMY VITAMINS MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

10 GUMMY VITAMINS MARKET, BY PACKAGING TYPE

10.1 INTRODUCTION

FIGURE 28 GUMMY VITAMINS MARKET SIZE, BY PACKAGING TYPE, 2020 VS. 2025 (USD MILLION)

TABLE 17 GUMMY VITAMINS MARKET SIZE, BY PACKAGING TYPE, 2018–2025 (USD MILLION)

10.2 COVID-19 IMPACT ANALYSIS

TABLE 18 COVID-19 IMPACT ANALYSIS – BY PACKAGING TYPE (OPTIMISTIC SCENARIO)

TABLE 19 COVID-19 IMPACT ANALYSIS – BY PACKAGING TYPE (REALISTIC SCENARIO)

TABLE 20 COVID-19 IMPACT ANALYSIS – BY PACKAGING TYPE

(PESSIMISTIC SCENARIO)

10.3 BOTTLES & JARS

10.3.1 IMPROVED SUSTAINABILITY AND SHELF LIFE OFFERED BY BOTTLES & JARS FOR GUMMY VITAMIN PRODUCTS TO DRIVE THE GROWTH OF THE MARKET

TABLE 21 GUMMY VITAMIN MARKET SIZE FOR BOTTLES & JARS, BY REGION, 2018–2025 (USD MILLION)

10.4 POUCHES

10.4.1 INCREASE IN INNOVATIONS AND DEVELOPMENTS IN THE PACKAGING INDUSTRY TO REDUCE COSTS AND EFFORTS REQUIRED TO SHIP PRODUCTS AND KEEP THEIR NUTRITIONAL VALUE INTACT DRIVES THE DEMAND

TABLE 22 GUMMY VITAMINS MARKET SIZE FOR POUCHES, BY REGION, 2018–2025 (USD MILLION)

11 GUMMY VITAMINS MARKET, BY DISTRIBUTION CHANNEL

11.1 INTRODUCTION

FIGURE 29 GUMMY VITAMINS MARKET SIZE, BY DISTRIBUTION CHANNEL, 2020 VS. 2025 (USD MILLION)

TABLE 23 GUMMY VITAMINS MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018–2025 (USD MILLION)

11.2 COVID-19 IMPACT ANALYSIS

TABLE 24 COVID-19 IMPACT ANALYSIS – BY DISTRIBUTION CHANNEL (OPTIMISTIC SCENARIO)

TABLE 25 COVID-19 IMPACT ANALYSIS – BY DISTRIBUTION CHANNEL (REALISTIC SCENARIO)

TABLE 26 COVID-19 IMPACT ANALYSIS – BY DISTRIBUTION CHANNEL (PESSIMISTIC SCENARIO)

11.3 STORE-BASED

11.3.1 PREFERRED PURCHASING DESTINATION AMONG CONSUMERS AND THE AVAILABILITY OF VARIOUS PRODUCT VARIANTS TO DRIVE THE GROWTH

TABLE 27 GUMMY VITAMIN MARKET SIZE IN STORE-BASED, BY REGION, 2018–2025 (USD MILLION)

TABLE 28 GUMMY VITAMIN MARKET SIZE IN STORE-BASED, BY SUBTYPE, 2018–2025 (USD MILLION)

11.3.2 HYPERMARKETS & SUPERMARKETS

11.3.3 DRUGSTORE OR PHARMACIES

11.3.4 CONVENIENCE STORES

11.3.5 OTHER STORE-BASED CHANNELS

11.4 ONLINE

11.4.1 RISE IN DEMAND FROM END-CONSUMERS ACROSS THE GLOBE AND INCREASE IN PREFERENCE TO PURCHASE HEALTH-RELATED PRODUCTS THROUGH ONLINE RETAILING DRIVES THE MARKET GROWTH

TABLE 29 GUMMY VITAMINS MARKET SIZE IN ONLINE, BY REGION, 2018–2025 (USD MILLION)

12 GUMMY VITAMINS MARKET, BY END USER

12.1 INTRODUCTION

TABLE 30 FEW DISEASES CAUSED DUE TO DEFICIENCY OF VITAMINS

FIGURE 30 GUMMY VITAMINS MARKET SIZE, BY END USER, 2020 VS. 2025 (USD MILLION)

TABLE 31 GUMMY VITAMINS MARKET SIZE, BY END USER, 2018–2025 (USD MILLION)

12.2 COVID-19 IMPACT ANALYSIS

TABLE 32 COVID-19 IMPACT ANALYSIS – BY END USER (OPTIMISTIC SCENARIO)

TABLE 33 COVID-19 IMPACT ANALYSIS – BY END USER (REALISTIC SCENARIO)

TABLE 34 COVID-19 IMPACT ANALYSIS – BY END USER (PESSIMISTIC SCENARIO)

12.3 ADULT

12.3.1 INCREASE IN OSTEOMALACIA, OSTEOPOROSIS, AND OTHER SIMILAR DISEASE-RELATED CASES HAS LED TO HEALTH ISSUES IN ADULTS DRIVING THE MARKET FOR GUMMY VITAMINS

TABLE 35 GUMMY VITAMIN MARKET SIZE FOR ADULTS, BY REGION, 2018–2025 (USD MILLION)

12.4 CHILDREN

12.4.1 RISE IN PREVALENCE OF VITAMIN A AND D DEFICIENCIES AMONG CHILDREN TO DRIVE THE MARKET GROWTH

TABLE 36 GUMMY VITAMINS MARKET SIZE FOR CHILDREN, BY REGION, 2018–2025 (USD MILLION)

13 GUMMY VITAMINS MARKET, BY REGION

13.1 INTRODUCTION

FIGURE 31 CHINA AND INDIA ACCOUNTED FOR THE HIGHEST GROWTH RATE IN THE GUMMY VITAMINS MARKET IN 2019

TABLE 37 GUMMY VITAMINS MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 38 GUMMY VITAMINS MARKET SIZE, BY REGION, 2018–2025 (KT)

13.2 COVID-19 IMPACT ANALYSIS

TABLE 39 COVID-19 IMPACT ANALYSIS – BY REGION (OPTIMISTIC SCENARIO)

TABLE 40 COVID-19 IMPACT ANALYSIS – BY REGION (REALISTIC SCENARIO)

TABLE 41 COVID-19 IMPACT ANALYSIS – BY REGION (PESSIMISTIC SCENARIO)

13.3 NORTH AMERICA

FIGURE 32 NORTH AMERICA SNAPSHOT: GUMMY VITAMINS MARKET

TABLE 42 NORTH AMERICA: GUMMY VITAMINS MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 43 NORTH AMERICA: GUMMY VITAMINS MARKET SIZE, BY PRODUCT TYPE, 2018–2025 (USD MILLION)

TABLE 44 NORTH AMERICA: GUMMY VITAMINS MARKET SIZE, BY SOURCE, 2018–2025 (USD MILLION)

TABLE 45 NORTH AMERICA: GUMMY VITAMINS MARKET SIZE, BY PACKAGING TYPE, 2018–2025 (USD MILLION)

TABLE 46 NORTH AMERICA: GUMMY VITAMINS MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018–2025 (USD MILLION)

TABLE 47 NORTH AMERICA: GUMMY VITAMINS MARKET SIZE, BY END USER, 2018–2025 (USD MILLION)

13.3.1 US

13.3.1.1 High concentration of key players in the country and various healthcare trends to drive the growth of the gummy vitamins market in the coming years

TABLE 48 US: GUMMY VITAMINS MARKET SIZE, BY PRODUCT TYPE, 2018–2025 (USD MILLION)

TABLE 49 US: GUMMY VITAMINS MARKET SIZE, BY END USER, 2018–2025 (USD MILLION)

13.3.2 CANADA

13.3.2.1 Rise in demand among local consumers and the increase in government initiatives to drive the market growth

TABLE 50 CANADA: GUMMY VITAMINS MARKET SIZE, BY PRODUCT TYPE, 2018–2025 (USD MILLION)

TABLE 51 CANADA: GUMMY VITAMINS MARKET SIZE, BY END USER, 2018–2025 (USD MILLION)

13.3.3 MEXICO

13.3.3.1 Increase in awareness about health dietary supplements in chewable formats to drive the growth of the Mexican market

TABLE 52 MEXICO: GUMMY VITAMINS MARKET SIZE, BY PRODUCT TYPE, 2018–2025 (USD MILLION)

TABLE 53 MEXICO: GUMMY VITAMINS MARKET SIZE, BY END USER, 2018–2025 (USD MILLION)

13.4 EUROPE

FIGURE 33 EUROPE: ESTIMATED NUMBER OF INDIVIDUALS AGED 50+ WITH OSTEOPOROSIS, 2015

FIGURE 34 EUROPE: ANNUAL FRACTURE COSTS (EURO BILLION)

TABLE 54 EUROPE: GUMMY VITAMINS MARKET SIZE, BY COUNTRY, 2018–2025 (USD MILLION)

TABLE 55 EUROPE: GUMMY VITAMINS MARKET SIZE, BY PRODUCT TYPE, 2018–2025 (USD MILLION)

TABLE 56 EUROPE: GUMMY VITAMINS MARKET SIZE, BY SOURCE, 2018–2025 (USD MILLION)

TABLE 57 EUROPE: GUMMY VITAMINS MARKET SIZE, BY PACKAGING TYPE, 2018–2025 (USD MILLION)

TABLE 58 EUROPE: GUMMY VITAMINS MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018–2025 (USD MILLION)

TABLE 59 EUROPE: GUMMY VITAMINS MARKET SIZE, BY END USER, 2018–2025 (USD MILLION)

13.4.1 UK

13.4.1.1 Rise in demand for vitamin-infused products to drive the growth of the gummy vitamins market

TABLE 60 UK: GUMMY VITAMINS MARKET SIZE, BY PRODUCT TYPE, 2018–2025 (USD MILLION)

TABLE 61 UK: GUMMY VITAMINS MARKET SIZE, BY END USER, 2018–2025 (USD MILLION)

13.4.2 FRANCE

13.4.2.1 High awareness regarding health and wellness among consumers and the rise in government initiatives to widen the growth prospects for manufacturers

TABLE 62 FRANCE: GUMMY VITAMINS MARKET SIZE, BY PRODUCT TYPE, 2018–2025 (USD MILLION)

TABLE 63 FRANCE: GUMMY VITAMINS MARKET SIZE, BY END USER, 2018–2025 (USD MILLION)

13.4.3 GERMANY

13.4.3.1 Rising demand for functional products with vitamins to drive the demand for gummy vitamins

TABLE 64 GERMANY: GUMMY VITAMINS MARKET SIZE, BY PRODUCT TYPE, 2018–2025 (USD MILLION)

TABLE 65 GERMANY: GUMMY VITAMINS MARKET SIZE, BY END USER, 2018–2025 (USD MILLION)

13.4.4 ITALY

13.4.4.1 Increase in consumption of supplements among consumers to drive the demand for gummy vitamins

TABLE 66 ITALY: GUMMY VITAMINS MARKET SIZE, BY PRODUCT TYPE, 2018–2025 (USD MILLION)

TABLE 67 ITALY: GUMMY VITAMINS MARKET SIZE, BY END USER, 2018–2025 (USD MILLION)

13.4.5 SPAIN

13.4.5.1 High acceptance of dietary supplements due to nutritional inadequacies among local consumers to drive the growth of the market

TABLE 68 SPAIN: GUMMY VITAMINS MARKET SIZE, BY PRODUCT TYPE, 2018–2025 (USD MILLION)

TABLE 69 SPAIN: GUMMY VITAMINS MARKET SIZE, BY END USER, 2018–2025 (USD MILLION)

13.4.6 REST OF EUROPE

13.4.6.1 Increase in awareness and introduction of newer formats of supplements by manufacturers in these countries to drive the market growth

TABLE 70 REST OF EUROPE: GUMMY VITAMINS MARKET SIZE, BY PRODUCT TYPE, 2018–2025 (USD MILLION)

TABLE 71 REST OF EUROPE: GUMMY VITAMINS MARKET SIZE, BY END USER, 2018–2025 (USD MILLION)

13.5 ASIA PACIFIC

FIGURE 35 ASIA PACIFIC MARKET SNAPSHOT: GUMMY VITAMINS MARKET

TABLE 72 ASIA PACIFIC: GUMMY VITAMINS MARKET SIZE, BY COUNTRY, 2018–2025 (USD MILLION)

TABLE 73 ASIA PACIFIC: GUMMY VITAMINS MARKET SIZE, BY PRODUCT TYPE, 2018–2025 (USD MILLION)

TABLE 74 ASIA PACIFIC: GUMMY VITAMINS MARKET SIZE, BY SOURCE, 2018–2025 (USD MILLION)

TABLE 75 ASIA PACIFIC: GUMMY VITAMINS MARKET SIZE, BY PACKAGING TYPE, 2018–2025 (USD MILLION)

TABLE 76 ASIA PACIFIC: GUMMY VITAMINS MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018–2025 (USD MILLION)

TABLE 77 ASIA PACIFIC: GUMMY VITAMINS MARKET SIZE, BY END USER, 2018–2025 (USD MILLION)

13.5.1 CHINA

13.5.1.1 Increase in prevalence of diseases due to vitamin deficiencies, a surge in

government initiatives, and rise in preference of consumers toward preventive healthcare to drive the market growth

TABLE 78 CHINA: GUMMY VITAMINS MARKET SIZE, BY PRODUCT TYPE, 2018–2025 (USD MILLION)

TABLE 79 CHINA: GUMMY VITAMINS MARKET SIZE, BY END USER, 2018–2025 (USD MILLION)

13.5.2 INDIA

13.5.2.1 High awareness among consumers regarding the consumption of gummy vitamins for maintaining the required vitamin levels to drive the demand

TABLE 80 INDIA: GUMMY VITAMINS MARKET SIZE, BY PRODUCT TYPE, 2018–2025 (USD MILLION)

TABLE 81 INDIA: GUMMY VITAMINS MARKET SIZE, BY END USER, 2018–2025 (USD MILLION)

13.5.3 AUSTRALIA & NEW ZEALAND

13.5.3.1 High demand for dietary supplements, particularly in new formats, to drive the market growth

TABLE 82 AUSTRALIA & NEW ZEALAND: GUMMY VITAMINS MARKET SIZE, BY PRODUCT TYPE, 2018–2025 (USD MILLION)

TABLE 83 AUSTRALIA & NEW ZEALAND: GUMMY VITAMINS MARKET SIZE, BY END USER, 2018–2025 (USD MILLION)

13.5.4 JAPAN

13.5.4.1 Increase in awareness and shift in preference of consumers toward the adoption of dietary supplements to drive the market growth

TABLE 84 JAPAN: GUMMY VITAMINS MARKET SIZE, BY PRODUCT TYPE, 2018–2025 (USD MILLION)

TABLE 85 JAPAN: GUMMY VITAMINS MARKET SIZE, BY END USER, 2018–2025 (USD MILLION)

13.5.5 SOUTH KOREA

13.5.5.1 High acceptance of dietary supplements among local consumers and rise in the prevalence of vitamin D deficiencies to drive the market growth

TABLE 86 SOUTH KOREA: GUMMY VITAMINS MARKET SIZE, BY PRODUCT TYPE, 2018–2025 (USD MILLION)

TABLE 87 SOUTH KOREA: GUMMY VITAMINS MARKET SIZE, BY END USER, 2018–2025 (USD MILLION)

13.5.6 REST OF ASIA PACIFIC

13.5.6.1 High adoption of healthier lifestyle to drive the market growth for gummy vitamins

TABLE 88 REST OF ASIA PACIFIC: GUMMY VITAMINS MARKET SIZE, BY

PRODUCT TYPE, 2018–2025 (USD MILLION)

TABLE 89 REST OF ASIA PACIFIC: GUMMY VITAMINS MARKET SIZE, BY END USER, 2018–2025 (USD MILLION)

13.6 SOUTH AMERICA

TABLE 90 SOUTH AMERICA: GUMMY VITAMINS MARKET SIZE, BY COUNTRY, 2018–2025 (USD MILLION)

TABLE 91 SOUTH AMERICA: GUMMY VITAMINS MARKET SIZE, BY PRODUCT TYPE, 2018–2025 (USD MILLION)

TABLE 92 SOUTH AMERICA: GUMMY VITAMINS MARKET SIZE, BY SOURCE, 2018–2025 (USD MILLION)

TABLE 93 SOUTH AMERICA: GUMMY VITAMINS MARKET SIZE, BY PACKAGING TYPE, 2018–2025 (USD MILLION)

TABLE 94 SOUTH AMERICA: GUMMY VITAMINS MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018–2025 (USD MILLION)

TABLE 95 SOUTH AMERICA: GUMMY VITAMINS MARKET SIZE, BY END USER, 2018–2025 (USD MILLION)

13.6.1 BRAZIL

13.6.1.1 Consumer preference for vitamin-based products due to increased awareness regarding the association of vitamin deficiencies with diseases to drive the demand for gummy vitamins

TABLE 96 BRAZIL: GUMMY VITAMINS MARKET SIZE, BY PRODUCT TYPE, 2018–2025 (USD MILLION)

TABLE 97 BRAZIL: GUMMY VITAMINS MARKET SIZE, BY END USER, 2018–2025 (USD MILLION)

13.6.2 ARGENTINA

13.6.2.1 High awareness among consumers regarding the consumption of gummy vitamins for maintaining the required vitamin levels to drive the demand

TABLE 98 ARGENTINA: GUMMY VITAMINS MARKET SIZE, BY PRODUCT TYPE, 2018–2025 (USD MILLION)

TABLE 99 ARGENTINA: GUMMY VITAMINS MARKET SIZE, BY END USER, 2018–2025 (USD MILLION)

13.6.3 REST OF SOUTH AMERICA

13.6.3.1 Introduction of new and cheaper gummies and rise in awareness regarding healthier lifestyles to encourage the market growth

TABLE 100 REST OF SOUTH AMERICA: GUMMY VITAMINS MARKET SIZE, BY PRODUCT TYPE, 2018–2025 (USD MILLION)

TABLE 101 REST OF SOUTH AMERICA: GUMMY VITAMINS MARKET SIZE, BY END USER, 2018–2025 (USD MILLION)

13.7 REST OF THE WORLD

TABLE 102 REST OF WORLD: GUMMY VITAMINS MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 103 REST OF WORLD: GUMMY VITAMINS MARKET SIZE, BY PRODUCT TYPE, 2018–2025 (USD MILLION)

TABLE 104 REST OF WORLD: GUMMY VITAMINS MARKET SIZE, BY SOURCE, 2018–2025 (USD MILLION)

TABLE 105 REST OF WORLD: GUMMY VITAMINS MARKET SIZE, BY PACKAGING TYPE, 2018–2025 (USD MILLION)

TABLE 106 REST OF WORLD: GUMMY VITAMINS MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018–2025 (USD MILLION)

TABLE 107 REST OF WORLD: GUMMY VITAMINS MARKET SIZE, BY END USER, 2018–2025 (USD MILLION)

13.7.1 MIDDLE EAST

13.7.1.1 Increase in the purchasing power of consumers and inclination toward premium food products with value-added health benefits to drive the demand for gummy vitamins

FIGURE 36 PREVALENCE (%) OF VITAMIN D DEFICIENCY AND INSUFFICIENCY IN THE MIDDLE EAST, BY COUNTRY, 2017

TABLE 108 MIDDLE EAST: GUMMY VITAMINS MARKET SIZE, BY PRODUCT TYPE, 2018–2025 (USD MILLION)

TABLE 109 MIDDLE EAST: GUMMY VITAMINS MARKET SIZE, BY END USER, 2018–2025 (USD MILLION)

13.7.2 AFRICA

13.7.2.1 Increase in the prevalence of vitamin deficiencies and government initiatives is projected to drive the market growth

TABLE 110 AFRICA: GUMMY VITAMINS MARKET SIZE, BY PRODUCT TYPE, 2018–2025 (USD MILLION)

TABLE 111 AFRICA: GUMMY VITAMINS MARKET SIZE, BY END USER, 2018–2025 (USD MILLION)

14 COMPETITIVE LANDSCAPE

14.1 OVERVIEW

14.2 COMPETITIVE LEADERSHIP MAPPING

14.2.1 STARS

14.2.2 EMERGING LEADER

14.2.3 PERVASIVE

14.2.4 EMERGING COMPANIES

FIGURE 37 GLOBAL GUMMY VITAMINS MARKET COMPETITIVE LEADERSHIP

MAPPING, 2020

14.3 START-UP MICROQUADRANT

14.3.1 PROGRESSIVE COMPANIES

14.3.2 RESPONSIVE COMPANIES

14.3.3 DYNAMIC COMPANIES

14.3.4 STARTING BLOCKS

FIGURE 38 GLOBAL GUMMY VITAMINS MARKET SME'S/ START-UP

COMPETITIVE LEADERSHIP MAPPING, 2020

FIGURE 39 KEY DEVELOPMENTS OF THE LEADING PLAYERS IN THE GUMMY VITAMINS MARKET, 2017–2020

14.4 MARKET SHARE ANALYSIS OF TOP FIVE PLAYERS IN THE GUMMY VITAMINS

MARKET 2019

FIGURE 40 CHURCH & DWIGHT COMPANY LED THE GUMMY VITAMINS MARKET IN 2019

FIGURE 41 REVENUE OF THE TOP FIVE COMPANIES

14.4.1 NEW PRODUCT LAUNCHES

TABLE 112 NEW PRODUCT LAUNCHES

14.4.2 EXPANSIONS & INVESTMENTS

TABLE 113 EXPANSIONS & INVESTMENTS

14.4.3 MERGERS & ACQUISITIONS

TABLE 114 MERGERS & ACQUISITIONS

14.5 COVID-19 IMPACT ANALYSIS, BY KEY PLAYERS

14.5.1 CHURCH & DWIGHT

14.5.2 BAYER GROUP

14.5.3 THE CLOROX COMPANY

14.5.4 OTHERS

15 COMPANY PROFILES

(Business Overview, Products Offered, Recent Developments, SWOT Analysis, MnM View)*

15.1 LIFE SCIENCE NUTRITIONALS INC

15.2 BETTERA BRANDS

15.3 SOFTIGEL BY PROCAPS

15.4 NATURE'S WAY PRODUCTS, LLC.

15.5 ZANONVITAMEC

15.6 OLLY PUBLIC BENEFIT CORPORATION.

15.7 HERBALAND

15.8 HERO NUTRITIONALS

15.9 SMARTYPANTS VITAMINS

15.10 THE NATURE'S BOUNTY CO.

15.11 IM HEALTHCARE

15.12 NUTRA SOLUTIONS USA

15.13 MAKERS NUTRITION, LLC.

15.14 VITAKEM NUTRACEUTICAL INC.

15.15 CHURCH & DWIGHT CO., INC.

FIGURE 42 CHURCH & DWIGHT CO., INC.: COMPANY SNAPSHOT

15.16 BAYER AG

FIGURE 43 BAYER AG: COMPANY SNAPSHOT

15.17 THE CLOROX COMPANY

FIGURE 44 THE CLOROX COMPANY: COMPANY SNAPSHOT

15.18 ERNEST JACKSON

15.19 BOSCOGEN, INC

15.20 SANTA CRUZ NUTRITIONALS

*Details on Business Overview, Products Offered, Recent Developments, SWOT Analysis, MnM View might not be captured in case of unlisted companies.

16 APPENDIX

16.1 DISCUSSION GUIDE

16.2 KNOWLEDGE STORE: MARKETSSANDMARKETS' SUBSCRIPTION PORTAL

16.3 AVAILABLE CUSTOMIZATIONS

16.4 RELATED REPORTS

16.5 AUTHOR DETAILS

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