

# **Vitamin And Mineral Premixes Global Market Insights 2025, Analysis and Forecast to 2030, by Market Participants, Regions, Technology, Application, Product Type**

<https://marketpublishers.com/r/V26C9E040E38EN.html>

Date: June 2025

Pages: 89

Price: US\$ 3,200.00 (Single User License)

ID: V26C9E040E38EN

## **Abstracts**

### **Vitamin and Mineral Premixes Market Summary**

#### **Introduction and Market Overview**

Vitamin and mineral premixes, blends of essential micronutrients, address global nutrient deficiencies affecting 2 billion people, particularly in iron and vitamin A. Government-backed fortification programs in 80 countries, covering 500 million people in Africa in 2023, drive demand for premixes in fortified foods. The functional food market grew 8% in 2023, reflecting consumer focus on immunity and bone health. Technological advancements, with 7% growth in food tech R&D in 2023, enhance premix stability through microencapsulation. The global vitamin and mineral premixes market is estimated at USD 4.0-7.0 billion in 2025, with a CAGR of 7%-11% through 2030, propelled by health awareness, regulatory support, and innovation.

#### **Regional Market Trends**

North America: The U.S. and Canada lead with demand for fortified foods and supplements.

Europe: Germany, France, and the UK focus on immunity-enhancing premixes.

Asia Pacific: India, China, and Indonesia see growth in fortification programs.

Rest of the World: Nigeria and Brazil expand with government-backed nutrition initiatives.

## Application Analysis

**Food & Beverage:** Anticipated growth of 8%-12%, driven by fortified dairy and bakery products. Trends focus on clean-label premixes.

**Animal Feed:** Expected growth of 6%-10%, valued for livestock health. Trends emphasize sustainable feed fortification.

**Pharmaceutical:** Projected growth of 7%-11%, used in supplements. Trends highlight targeted nutrient delivery.

**Personal Care & Cosmetics:** Anticipated growth of 5%-9%, for skin and hair health. Trends focus on natural premixes.

**Others:** Expected growth of 4%-8%, including infant nutrition. Trends emphasize high-bioavailability blends.

## Type Analysis

**Vitamin Premixes:** Expected growth of 7%-11%, preferred for immunity and energy. Trends focus on vitamin D and B complexes.

**Mineral Premixes:** Projected growth of 6%-10%, valued for bone and blood health. Trends highlight iron and zinc blends.

**Vitamin & Mineral Blends:** Anticipated growth of 8%-12%, for comprehensive nutrition. Trends emphasize microencapsulated blends.

## Key Market Players

**ADM:** Supplies premixes for fortified foods and animal feed.

**DSM-Firmenich:** Offers vitamin and mineral blends for health products.

Nutreco: Markets premixes for sustainable animal nutrition.

Corbion: Provides stable premixes for bakery and dairy fortification.

Barentz: Distributes customized premixes for global markets.

### Porter's Five Forces Analysis

Threat of New Entrants: Moderate, as production is accessible, but R&D and regulatory compliance create barriers.

Threat of Substitutes: Low, as premixes are critical for fortification with few alternatives.

Bargaining Power of Buyers: High, due to diverse suppliers and cost sensitivity.

Bargaining Power of Suppliers: Low, with abundant raw vitamins and minerals.

Competitive Rivalry: High, driven by innovation in stable, bioavailable, and clean-label premixes.

### Market Opportunities and Challenges

#### Opportunities:

Addressing 2 billion people with nutrient deficiencies.

Leveraging fortification programs covering 500 million in Africa.

Capitalizing on 8% functional food market growth in 2023.

Utilizing 7% food tech R&D growth for microencapsulation.

Meeting consumer demand for immunity and bone health.

Expanding into fortification-driven markets like India and Nigeria.

### Challenges:

Competing with single-nutrient supplements in cost-sensitive markets.

High costs of developing stable and bioavailable premixes.

Navigating stringent fortification and safety regulations.

Addressing consumer skepticism about fortified food efficacy.

Managing supply chain disruptions for raw micronutrients.

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