

Vitamin and Mineral Supplement Global Market Insights 2025, Analysis and Forecast to 2030, by Manufacturers, Regions, Technology, Application, Product Type

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Abstracts

Vitamin and Mineral Supplement Market Summary

Introduction

The vitamin and mineral supplement market encompasses dietary products designed to address nutritional deficiencies, support overall health, and cater to specific demographic needs. Common vitamin supplements include multivitamins, single vitamins like Vitamin D, C, E, and B-complex (B1, B2, B6, B12, folic acid), while mineral supplements focus on essential elements such as calcium, zinc, iron, and lesser extents of potassium, manganese, and copper. Calcium supplements dominate the mineral segment, followed by zinc and iron, addressing bone health, immunity, and anemia prevention. These supplements are critical for diverse groups, including infants, children, adults, pregnant women, and the elderly, as well as specific populations like vegetarians and those with chronic conditions requiring nutritional support. The market is driven by rising health consciousness, aging populations, and increasing demand for preventive healthcare, particularly in developed and emerging economies. However, overuse warnings emphasize that supplements should not replace balanced diets. The industry is highly competitive, with global leaders like Amway, Bayer, and DSM-Firmenich, alongside regional players like China's BY-HEALTH and Xiuzheng Pharmaceutical. Haleon, formed as a corporate spin-off from GSK on July 18, 2022, has emerged as a key player in the consumer health space. Asia Pacific leads demand due to its large population and growing middle class, while North America and Europe focus on premium and clean-label products. Emerging trends include personalized nutrition,

plant-based formulations, and sustainable packaging, though challenges like regulatory scrutiny, raw material volatility, and consumer skepticism pose risks.

Market Size and Growth Forecast

The global vitamin and mineral supplement market is projected to reach USD 70–80 billion by 2025, with an estimated compound annual growth rate (CAGR) of 2%–4% through 2030. This steady growth is driven by increasing health awareness, aging populations, and demand for targeted nutrition, tempered by market saturation in developed regions and regulatory constraints.

Regional Analysis

Asia Pacific is expected to lead the vitamin and mineral supplement market with a growth rate of 3%–5%, driven by China, India, and Japan. China's market thrives on its large population, rising disposable incomes, and strong domestic players like BY-HEALTH and Xiuzheng Pharmaceutical, with demand for calcium and multivitamins surging among the elderly and pregnant women. India's growing health consciousness and vegetarian population fuel demand for Vitamin D and B12, while Japan's aging demographic drives pharmaceutical-grade supplements.

North America follows with a growth rate of 2%–4%, led by the United States and Canada. The U.S. market is propelled by high consumer spending on wellness, with companies like GNC and Pharmavite leading in premium multivitamins and minerals. Canada's focus on preventive health supports demand for single vitamins like Vitamin D, with trends emphasizing clean-label products.

Europe, with a growth rate of 1.5%–3.5%, is driven by Germany, France, and the UK. Germany's health-conscious consumers demand high-quality calcium and multivitamin supplements, while France and the UK prioritize plant-based and organic formulations. Stringent EU regulations shape product development.

South America, with a growth rate of 1.5%–3%, sees demand in Brazil and Argentina, driven by growing middle-class consumption and maternal health programs. Brazil's focus on iron and calcium supplements supports market growth, though economic volatility limits expansion.

The Middle East and Africa, with a growth rate of 1%–3%, are led by the UAE and South Africa. The UAE's luxury wellness market drives demand for premium

supplements, while South Africa's focus on child and maternal nutrition supports growth. Limited healthcare access poses challenges.

Application Analysis

Infants: Expected to grow at 1.5%–3.5%, this segment focuses on Vitamin D and multivitamins to support early development. Trends include liquid and dissolvable formulations for easy administration and pediatrician-endorsed products.

Children: With a growth rate of 2%–4%, this segment addresses growth and immunity needs with calcium, zinc, and Vitamin C supplements. Trends emphasize gummy formats and natural ingredients to appeal to parents.

Adults: Projected to grow at 2%–4%, this segment dominates due to widespread use of multivitamins and minerals for general wellness. Trends focus on personalized nutrition and vegan-friendly products.

Pregnant Women: Expected to grow at 2.5%–4.5%, this segment prioritizes folic acid, iron, and calcium for maternal and fetal health. Trends include doctor-recommended, high-purity formulations.

Old-Aged: With a growth rate of 2.5%–4.5%, this segment serves seniors with Vitamin D, calcium, and B12 to support bone, cognitive, and immune health. Trends emphasize easy-to-swallow formats and anti-aging formulations.

Type Analysis

Multivitamin: Expected to grow at 2%–4%, this segment leads due to its comprehensive nutrient profiles for general health. Trends include personalized and gender-specific formulations.

Single Vitamin: With a growth rate of 1.5%–3.5%, this segment focuses on targeted needs like Vitamin D for immunity or B12 for vegetarians. Trends emphasize high-potency and plant-based options.

Multi Mineral: Projected to grow at 2%–4%, this segment includes calcium-zinc combinations for bone and immune support. Trends focus on bioavailable and clean-label products.

Single Mineral: Expected to grow at 1.5%–3.5%, this segment is led by calcium supplements, with trends toward vegan calcium sources and fortified functional foods.

Key Market Players

Amway: A U.S.-based company, Amway offers a wide range of multivitamins and mineral supplements under its Nutrilite brand, focusing on natural ingredients and wellness solutions.

Bayer: A German firm, Bayer provides vitamin and mineral supplements for adults and pregnant women, emphasizing high-quality, science-backed formulations.

DHC: A Japanese company, DHC specializes in single vitamins and multivitamins for adults and the elderly, known for clean-label and beauty-focused products.

Blackmores: An Australian manufacturer, Blackmores produces vitamin and mineral supplements for all age groups, emphasizing natural and sustainable ingredients.

GNC: A U.S. firm, GNC offers multivitamins, single vitamins, and minerals for adults and seniors, focusing on premium, health-oriented products.

Haleon: A UK-based company, established as a GSK spin-off in 2022, Haleon provides vitamin and mineral supplements for consumer health, targeting adults and pregnant women.

Herbalife: A U.S. company, Herbalife offers multivitamins and mineral supplements for general wellness, emphasizing nutrition for active lifestyles.

Abbott: A U.S. firm, Abbott produces vitamin and mineral supplements for infants, children, and adults, known for pediatric and maternal health solutions.

Puritan's Pride: A U.S. manufacturer, Puritan's Pride specializes in affordable multivitamins and single minerals, targeting adults and seniors with wellness-focused products.

Pharmavite: A U.S. company, Pharmavite offers vitamin and mineral supplements under its Nature Made brand, emphasizing high-potency and clean-label formulations.

Jamieson: A Canadian firm, Jamieson provides multivitamins and single vitamins for all

age groups, focusing on natural and high-quality ingredients.

DSM-Firmenich: A Swiss-Dutch company, DSM-Firmenich produces vitamin and mineral ingredients for food, feed, and pharmaceutical applications, emphasizing sustainability.

BY-HEALTH: A Chinese firm, BY-HEALTH offers multivitamins and mineral supplements for adults and the elderly, targeting China's growing health-conscious market.

Xiuzheng Pharmaceutical: A Chinese company, Xiuzheng Pharmaceutical provides vitamin and mineral supplements for adults and pregnant women, focusing on affordable solutions.

Conba: A Chinese manufacturer, Conba produces multivitamins and calcium supplements, serving China's domestic market with cost-effective health products.

Porter's Five Forces Analysis

Threat of New Entrants: Moderate. The vitamin and mineral supplement market has barriers, including regulatory compliance for safety and labeling, and high marketing costs for brand establishment. Leaders like Amway and Bayer dominate, but new entrants offering niche, plant-based products can emerge, slightly increasing the threat.

Threat of Substitutes: Moderate. Alternatives like fortified foods, natural dietary sources, or functional beverages exist, but supplements offer convenience and targeted nutrition. Whole foods pose a moderate threat in health-conscious markets like Europe.

Bargaining Power of Buyers: High. Consumers and retailers have significant negotiating power due to multiple brands and price points, particularly in the multivitamin segment. However, premium, science-backed brands like DSM-Firmenich retain some loyalty, balancing buyer power.

Bargaining Power of Suppliers: Moderate to High. Suppliers of raw materials like vitamins and minerals hold leverage due to concentrated supply chains, particularly in China and Europe, and price volatility of chemical precursors.

Competitive Rivalry: High. The market is highly competitive, with global players like Amway, Bayer, and Haleon competing on quality, branding, and innovation. Regional firms like BY-HEALTH intensify rivalry in cost-sensitive markets, driving competition through affordability.

Market Opportunities and Challenges

Opportunities

Aging Population: The growing elderly demographic in Japan, North America, and Europe drives demand for Vitamin D, B12, and calcium supplements to support bone and cognitive health.

Health Consciousness: Rising consumer focus on preventive health in Asia Pacific and North America boosts demand for multivitamins and single minerals like zinc and iron.

Personalized Nutrition: Advances in tailored supplements for infants, pregnant women, and adults create opportunities for innovative, science-backed products.

Clean-Label Trends: Consumer preference for plant-based, organic, and sustainable supplements in Europe and the U.S. supports demand for eco-friendly formulations.

Emerging Market Growth: Rapid urbanization and rising incomes in India, Brazil, and the UAE offer potential for affordable vitamin and mineral supplements.

Challenges

Regulatory Scrutiny: Stringent regulations on health claims and safety in Europe and North America increase compliance costs, impacting smaller players.

Raw Material Volatility: Fluctuations in vitamin and mineral raw material prices, particularly from concentrated suppliers, challenge profitability.

Consumer Skepticism: Misconceptions about supplement overuse and efficacy, especially in developed markets, hinder adoption among health-conscious

consumers.

Supply Chain Risks: Dependency on concentrated raw material suppliers in China and Europe exposes the market to geopolitical and logistical disruptions.

Intense Price Competition: The crowded multivitamin and mineral segment, particularly in Asia Pacific, drives price wars, pressuring margins for smaller brands.

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