

# **Zinc Citrate Global Market Insights 2025, Analysis and Forecast to 2030, by Manufacturers, Regions, Technology, Application**

<https://marketpublishers.com/r/ZFE4F3468FD5EN.html>

Date: February 2025

Pages: 85

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

ID: ZFE4F3468FD5EN

## **Abstracts**

**Zinc Citrate Market Overview** The global Zinc Citrate market is experiencing steady growth, driven by its versatile applications across food and beverages, dietary supplements, personal care, feed and pet food, industrial uses, and pharmaceuticals. As a highly bioavailable zinc salt derived from citric acid, zinc citrate is valued for its nutritional benefits, mild taste, and functional properties, catering to growing consumer demand for health-enhancing and versatile products.

**Market Size** The Zinc Citrate market is projected to grow from an estimated value of USD 42 million to USD 44 million in 2025 to approximately USD 58 million to USD 62 million by 2030, reflecting a compound annual growth rate (CAGR) of 6.5% to 7.5%. This growth is propelled by increasing health awareness, demand for fortified foods, and its expanding role in personal care and pharmaceutical applications.

**Market Share & Trends Analysis By Application** The market is segmented by application, with estimated growth rates as follows:

- Food & Beverages:** Accounts for 30% to 35% of the market, with a CAGR of 6.5% to 7.5%, driven by its use as a zinc fortificant in functional foods and drinks.
- Dietary Supplement:** Represents 25% to 30% of the market, with a CAGR of 7% to 8%, fueled by rising demand for zinc-based supplements to support immunity.
- Personal Care:** Holds 15% to 20% of the market, with a CAGR of 6.5% to 7.5%, supported by its use in oral care and skincare products for antimicrobial benefits.
- Feed & Pet Food:** Contributes 10% to 15% of the market, with a CAGR of 6% to 7%, driven by its role in animal nutrition.
- Industrial:** Accounts for 5% to 10% of the market, with a CAGR of 5.5% to 6.5%, used in chemical processes and coatings.
- Pharmaceutical:** Represents 5% to 10% of the market, with a CAGR of 6% to 7%, fueled by its incorporation in medicinal formulations.

**By Key Market Players** Leading companies in the Zinc Citrate market include:

- Jungbunzlauer:** A global leader in zinc citrate for food and personal care applications.
- Global Calcium:** Specializes in zinc citrate for dietary supplements and

pharmaceuticals. Gadot: Supplies zinc citrate for food fortification and nutritional products. Sucroal: Provides zinc citrate for diverse industrial and health applications. Penglai Marine (Shandong) Co. Ltd.: A key Chinese producer for food and feed uses.

By Region The Zinc Citrate market exhibits varied growth across regions: North America: Accounts for 25% to 30% of the market, with a CAGR of 5.5% to 6.5%, driven by demand for dietary supplements and personal care products. Europe: Holds 20% to 25% of the market, growing at a CAGR of 6% to 7%, supported by strict food safety standards and wellness trends. Asia-Pacific: The largest region, accounting for 40% to 45% of the market with a CAGR of 7% to 8%, fueled by China's production capacity and rising health consciousness. Latin America: Expected to grow at a CAGR of 5.5% to 6.5%, driven by expanding food and beverage sectors. Middle East & Africa: Projected to grow at a CAGR of 5% to 6%, supported by emerging nutritional markets.

Regional Insights Asia-Pacific dominates the Zinc Citrate market due to China's robust production capabilities and growing demand for fortified foods and supplements, while North America and Europe maintain steady growth driven by health-focused and personal care applications.

Opportunities Health and Nutrition Trends: Increasing consumer focus on immunity and wellness boosts zinc citrate use in supplements and foods. Clean-Label Demand: Rising preference for natural ingredients in personal care enhances market potential. Emerging Markets: Growth in food and health industries in Asia-Pacific offers significant opportunities.

Challenges Raw Material Costs: Fluctuations in zinc and citric acid prices impact production economics. Regulatory Compliance: Strict food and pharmaceutical standards pose compliance challenges. Competition from Alternatives: Other zinc compounds like zinc gluconate may compete for market share.

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