

# **Natural Tocotrienols Market Forecasts to 2030 – Global Analysis By Type (Alpha Tocotrienol, Beta Tocotrienol, Gamma Tocotrienol, Delta Tocotrienol and Other Types), Source, Form, Distribution Channel, Application, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Natural Tocotrienols Market is accounted for \$99.8 billion in 2024 and is expected to reach \$165.6 billion by 2030 growing at a CAGR of 8.8% during the forecast period. Natural tocotrienols are a form of vitamin E found in various plant-based oils, grains, and seeds. Unlike tocopherols, which are the more common vitamin E form, tocotrienols have a unique chemical structure with three double bonds in their tail, which may offer enhanced antioxidant and anti-inflammatory benefits. These compounds support heart health, brain function, and may help reduce oxidative stress and inflammation.

According to the study by PhytoGaia, a supplier specializing in palm tocotrienols and tocopherols, tocotrienols antioxidant properties are up to 60 times more potent than the regular d-alpha tocopherol form of vitamin E.

Market Dynamics:

Driver:

Rising demand for natural and organic products

The rising demand for natural and organic products is significantly driving growth in the market. Consumers are increasingly seeking health-conscious, chemical-free alternatives in personal care, food, and dietary supplements. Tocotrienols, a form of

vitamin E, are gaining popularity due to their antioxidant properties, promoting skin health, and offering cardiovascular benefits. As awareness about wellness and natural ingredients expands, the market for tocotrienols continues to experience a strong upward trend.

#### Restraint:

##### Limited consumer awareness

Limited consumer awareness is a significant challenge in the natural tocotrienols market. Despite their proven health benefits, many consumers remain unaware of tocotrienols' potential advantages, such as improving cardiovascular health and providing antioxidant protection. This lack of knowledge hampers market growth, restricting product adoption. As a result, companies face difficulties in educating consumers and expanding their market base, slowing the widespread use of tocotrienol-based products in supplements and personal care.

#### Opportunity:

##### Strong scientific backing and clinical research

The market is experiencing growth due to strong scientific backing and clinical research. Numerous studies have validated their health benefits, including antioxidant, anti-inflammatory, and neuroprotective properties. Research supports tocotrienols' effectiveness in promoting cardiovascular health, reducing oxidative stress, and enhancing skin care. This growing body of evidence boosts consumer confidence, driving demand for tocotrienol-based products in dietary supplements, functional foods, and cosmetics.

#### Threat:

##### Competition from synthetic vitamin E

Competition from synthetic vitamin E poses a challenge to the market. Synthetic vitamin E, often less expensive to produce, is widely used in dietary supplements and cosmetics, making it a preferred choice for cost-sensitive consumers. This price advantage hampers the growth of natural tocotrienols, as they are perceived as more expensive, limiting their market penetration. As a result, natural tocotrienols struggle to compete on price and accessibility.

### Covid-19 Impact:

The COVID-19 pandemic had a mixed impact on the natural tocotrienols market. On one hand, increased health awareness and demand for immune-boosting supplements led to a rise in interest for tocotrienol-based products. On the other hand, disruptions in the global supply chain and manufacturing delays hindered production and availability. Despite these challenges, the market for natural tocotrienols showed resilience, with growing consumer focus on wellness and natural ingredients.

The beta tocotrienol segment is expected to be the largest during the forecast period

The beta tocotrienol segment is expected to account for the largest market share during the projection period. Research suggests it offers significant cardiovascular benefits, improves skin health, and may support brain function. As consumers increasingly seek natural and effective wellness solutions, beta tocotrienol is becoming a key ingredient in dietary supplements, functional foods, and skincare products. Its health benefits and natural origin contribute to its rising market demand.

The food & beverages segment is expected to have the highest CAGR during the forecast period

The food & beverages segment is expected to have the highest CAGR during the extrapolated period. Tocotrienols, known for their antioxidant and anti-inflammatory properties, are being incorporated into functional foods, snacks, and beverages to promote heart health, enhance immunity, and support overall well-being. As consumers demand healthier, natural ingredients, tocotrienols are increasingly added to energy drinks, smoothies, and dietary supplements, driving their popularity in the food and beverages industry.

### Region with largest share:

North America region is projected to account for the largest market share during the forecast period. With a strong demand for natural and organic ingredients in dietary supplements, functional foods, and skincare products, tocotrienols are gaining popularity due to their antioxidant, anti-inflammatory, and cardiovascular benefits. The region's well-established healthcare infrastructure and ongoing scientific research further support the growth of tocotrienol-based products in the region.

### Region with highest CAGR:

Asia Pacific is expected to register the highest growth rate over the forecast period. The awareness of tocotrienols' health benefits, including cardiovascular support, neuroprotection, and skin care, is contributing to their popularity. Additionally, consumers in countries like Japan, South Korea, India, and China are moving toward natural and organic ingredients in their diets, driving the demand for natural tocotrienols. This preference is pushing brands to include tocotrienols in dietary supplements, functional foods, and skincare products.

### Key players in the market

Some of the key players in Natural Tocotrienols market include AstraZeneca, DSM Nutritional Products, ExcelVite, American River Nutrition, Vitae Naturals, BASF, Lonza Group, Givaudan, Indena S.p.A., Nutraceutix, Olivado, Eden Biologics, Taiyo International, Nutraceutical International Corporation and BGG.

### Key Developments:

In August 2024, BASF SE #- #also on behalf of its affected affiliates – declared Force Majeure on deliveries of selected vitamin A, vitamin E, and carotenoid products as well as selected aroma ingredients, with immediate effect and until further notice. The selected aroma ingredients are Ionones, Pyranol, DL-Menthol, Rose Oxides, Ethyllinalool, Nerolidol, and Isophytol R.

In May 2024, BGG, one of China's foremost suppliers of premium branded ingredients, established a new global headquarters in Switzerland. The strategic move was made as a major restructuring plan, which is expected to support the production of natural tocotrienol.

### Types Covered:

Alpha Tocotrienol

Beta Tocotrienol

Gamma Tocotrienol

Delta Tocotrienol

Other Types

Sources Covered:

Palm Oil

Rice Bran Oil

Annatto Oil

Wheat Germ Oil

Other Sources

Forms Covered:

Powdered

Liquid

Capsules/Tablets

Distribution Channels Covered:

Direct Sales

Retail

Online Stores

B2B

Applications Covered:

Dietary Supplements

Animal Health Products

Livestock Health

Anti-Aging Products

Natural Preservatives

Other Applications

End Users Covered:

Food & Beverages

Cosmetics & Personal Care

Pharmaceuticals

Animal Feed

Nutraceuticals

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

## Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

### What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2022, 2023, 2024, 2026, and 2030
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

### Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

#### Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

#### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as

per the client's interest (Note: Depends on feasibility check)

### Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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