

# **Prenatal Vitamin Supplement Market Forecasts to 2030 – Global Analysis By Product Type (Folic Acid, Iron Supplements, Calcium Supplements, Essential Fatty Acid and Other Product Types), Form (Capsule, Powder, Tablet, Liquid, Gummies and Softgel), Nature, Sales Channel and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Prenatal Vitamin Supplement Market is accounted for \$610.85 million in 2024 and is expected to reach \$1112.01 million by 2030 growing at a CAGR of 10.5% during the forecast period. Prenatal vitamin supplements are designed specifically to promote the health of expectant mothers and their developing fetuses. Folic acid, iron, calcium, iodine, and vitamins D and B12 are among the vital nutrients that are commonly included in these supplements. Iron supports the increased blood volume during pregnancy, while folic acid is especially crucial because it helps prevent neural tube defects. Moreover, iodine supports normal brain development, while calcium is essential for the growth of the baby's bones and teeth. In order to guarantee that the mother's nutritional needs are satisfied and to support the best possible development of the fetus, prenatal vitamins are advised to be taken both before and during pregnancy.

According to the Centers for Disease Control and Prevention (CDC), taking prenatal vitamins with folic acid before and during early pregnancy can help prevent major birth defects of the baby's brain and spine. The CDC recommends that women of reproductive age take 400 micrograms (mcg) of folic acid daily.

Market Dynamics:

### Driver:

#### Increasing knowledge of maternal health

Prenatal vitamin consumption has increased, due in large part to the growing awareness of maternal health and its effects on the health of the mother and the unborn child. Health care providers, organizations, and governments have launched educational campaigns to emphasize the importance of healthy nutrition before, during, and after pregnancy. As more women learn about the advantages of prenatal vitamins, including the prevention of birth defects and the promotion of healthy fetal development, the demand for these supplements keeps growing. Additionally, the demand is further supported by the proliferation of online resources and social media platforms that offer easily accessible information about pregnancy care and supplement use.

### Restraint:

#### Risks of over-supplementation and side effects

Prenatal vitamins are essential for pregnancy health, but excessive or inappropriate use can have a number of negative effects that deter users from taking them on a regular basis. For instance, an overabundance of fat-soluble vitamins, such as A and D can be toxic, and an excessive intake of iron can result in gastrointestinal distress, nausea, and constipation. Certain supplement ingredients, like artificial additives or fillers, may also cause allergic reactions in some women. Prenatal vitamin consumption may decrease as a result of these negative effects if they are not adequately controlled or addressed by medical advice.

### Opportunity:

#### Emphasis on clean label and organic products

Due to growing concerns about personal health and environmental sustainability, consumers are increasingly looking for products that are organic, non-GMO, and free of artificial additives or preservatives. This trend offers businesses a significant opportunity to meet the demand for clean-label prenatal supplements by providing organic, plant-based, and sustainably sourced prenatal vitamins. Additionally, the growing trend of eco-friendly packaging and sustainable production processes offers businesses the chance to align prenatal vitamin offerings with consumer values, which will help to foster brand loyalty among environmentally conscious consumers.

Threat:

#### Regulatory and compliance hazards

The market for prenatal vitamin supplements is governed by strict regulations, and noncompliance can result in product recalls, legal risks, and reputational harm to a brand. The formulation, labeling, and marketing of supplements are subject to a variety of laws in different countries and regions, which manufacturers must deal with. For instance, some nations may restrict or outlaw particular supplement ingredients, which could interfere with the manufacturing and delivery process. Furthermore, false advertising regarding the efficacy of supplements or improper labeling may result in litigation, regulatory penalties, and consumer mistrust.

Covid-19 Impact:

The COVID-19 pandemic had a notable impact on the prenatal vitamin supplement market, both positively and negatively. On the one hand, the pandemic's increased focus on health and wellness caused many women to prioritize prenatal care, which raised demand for prenatal vitamins as a component of their daily self-care regimen. Supplement sales increased as a result of the increased focus on maternal health and immunity, particularly during pregnancy. However, product availability was impacted by manufacturing delays brought on by lockdowns and restrictions, supply chain disruptions, and shortages of raw materials. Consumer spending also changed as a result of economic uncertainty, with some women choosing locally sourced or less expensive options.

The Folic Acid segment is expected to be the largest during the forecast period

The market for prenatal vitamin supplements is expected to be largest share during forecast period by the folic acid segment. A synthetic form of vitamin B9 called folic acid is necessary during pregnancy to support the development of the baby's brain and spinal cord and prevent neural tube defects. Folic acid supplementation is a vital part of prenatal care, as it is universally advised by medical professionals both before and during the early stages of pregnancy. Its dominant position in the market is a result of its demonstrated advantages in lowering the risk of birth defects and fostering healthy fetal development. Moreover, folic acid is thus incorporated into almost all prenatal vitamin formulations, solidifying its position as the industry leader.

The Gummies segment is expected to have the highest CAGR during the forecast period

In the market for prenatal vitamin supplements, the gummies segment is anticipated to grow at the highest CAGR. Due to their tasty and convenient form, gummies have become increasingly popular among expectant mothers, particularly for those who have trouble swallowing conventional tablets or capsules. Many people prefer them because of their chewable form, pleasant taste, and assortment of flavors, especially younger women and new mothers. Additionally, gummy demand has been boosted by the fact that they provide a more convenient and pleasurable way to meet daily vitamin and mineral requirements. This market is expanding as a result of manufacturers creating gummy prenatal vitamins devoid of artificial additives in response to consumers' growing desire for natural, clean-label products.

Region with largest share:

Due to its robust healthcare system, high maternal health awareness, and easy access to prenatal supplements, North America is expected to hold the largest share of the prenatal vitamin supplement market. Particularly in the US, the market for prenatal vitamins is well-established, and consumers greatly trust supplements that doctors recommend. The driving demand for these products is the growing trend of health-conscious consumers, as well as the importance of early-stage prenatal care and the growing focus on pregnancy wellness. Furthermore, the dominance of the North American market is further supported by the existence of important market participants, a strong distribution network, and the growing use of high-end and specialized prenatal vitamins, such as organic and clean-label alternatives.

Region with highest CAGR:

The prenatal vitamin supplement market is anticipated to grow at the highest CAGR in the Asia Pacific region. Growing prenatal health awareness, rising disposable incomes and advancements in healthcare infrastructure are all contributing to the region's rapid growth. As more women realize how important healthy eating is during pregnancy, the demand for prenatal supplements is rising in nations like China and India. Prenatal vitamins are also becoming more and more in demand as a result of the increase in pregnancies in these emerging markets and the move toward preventive healthcare. Moreover, the segment's expansion in this area is also being aided by the growing use of e-commerce platforms and the accessibility of different supplement forms, like powders and gummies.

## Key players in the market

Some of the key players in Prenatal Vitamin Supplement market include Bayer AG, Exeltis USA, Inc., Abbott Inc, DSM Nutritional Products AG, Church & Dwight Co., Inc., New Chapter Inc, GNC Holdings, Inc., Metagenics, Inc, Pharmavite LLC, Biotics Research Corporation, Country Life, LLC, Nestle, S.A., Avion Pharmaceuticals, Nordic Naturals, Inc. and Procter & Gamble Inc.

## Key Developments:

In October 2024, Bayer and MOMA Therapeutics, Inc announced that they have entered into collaboration under an option and exclusive license agreement, to develop and commercialize a small molecule oncology program based on MOMA's proprietary KNOMATIC™ platform.

In September 2024, Abbot India signed a non-exclusive patent agreement with Takeda Pharmaceuticals for the commercialisation of Vonoprazan. Vonoprazan is novel molecule which helps in the treating disorders under the gastroesophageal reflux disease (GERD) umbrella. Abbott India will market the drug under the brand 'Vonefi'.

In June 2024, Exeltis USA, Inc. entered into a definitive merger agreement to acquire Agile Therapeutics, Inc. for \$10.7 million. Exeltis will acquire Agile for \$1.52 per share in cash. In case of termination under certain circumstances, Agile would be required to pay Insud a termination fee of \$1.26 million.

## Product Types Covered:

Folic Acid

Iron Supplements

Calcium Supplements

Essential Fatty Acid

Other Product Types

Forms Covered:

Capsule

Powder

Tablet

Liquid

Gummies

Softgel

Natures Covered:

Organic

Conventional

Sales Channels Covered:

Hospital and Clinics

Over the Counter Supplements (OTC)

Online

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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