

# Vitamin C Market Forecasts to 2030 – Global Analysis By Product Type (Ascorbic Acid and Mineral Ascorbates), Form, Source, Grade, Distribution Channel, End User and By Geography

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## Abstracts

According to Statistics MRC, the Global Vitamin C Market is accounted for \$2.01 billion in 2024 and is expected to reach \$2.91 billion by 2030 growing at a CAGR of 6.3% during the forecast period. A water-soluble vitamin that is necessary for many body processes is vitamin C. Collagen synthesis, immune system support, and antioxidant defense against free radicals are all significantly impacted by it. It helps with iron absorption, wound healing, and general skin health and is present in citrus fruits, berries, and leafy greens. As an effective antioxidant, vitamin C promotes cardiovascular health and lowers inflammation. Deficiency can result in scurvy, which is characterized by decreased immunity, gum disease, and weariness.

According to a study published in the American Journal of Clinical Nutrition examining 4,025 women aged 40-74, higher vitamin C intakes were associated with a lower likelihood of wrinkled appearance and dryness of the skin.

Market Dynamics:

Driver:

Growing health and wellness awareness

Growing health and wellness awareness is significantly driving the vitamin C market as consumers increasingly seek products that boost immunity and overall health. The rising consciousness among people regarding the health benefits offered by vitamin C-

infused products has contributed to increased consumption globally. Vitamin C's reputation as an immune booster has made it synonymous with preventive healthcare, with studies showing it can reduce the risk of chronic diseases, cancer by up to 63%, and heart stroke by 42% in adults. This awareness has transformed vitamin C from a seasonal supplement to a year-round essential, creating sustained market growth.

#### Restraint:

##### Price fluctuations of raw materials

Price fluctuations of raw materials pose a significant challenge to the vitamin C market, creating instability and affecting profit margins for manufacturers. Supply chain disruptions, geopolitical uncertainties, and economic volatility have contributed to unpredictable pricing patterns. In recent years, the market has experienced both historic lows due to oversupply and sharp increases during periods of high demand. These fluctuations make it difficult for companies to maintain consistent pricing strategies and can lead to narrower profit margins despite robust consumer demand.

#### Opportunity:

##### Increasing use in functional foods and beverages

Increasing use in functional foods and beverages presents a substantial growth opportunity for the vitamin C market as consumers seek nutrient-enhanced products. Vitamin C is widely incorporated to enhance the nutritional value of various food options including beverages, snacks, breakfast cereals, and other functional foods. The industry is witnessing significant innovations in this sector, with companies launching new products combining vitamin C with other beneficial ingredients. For instance, in February 2024, OZiva introduced a Bioactive Gluta Fizzy product formulated with vitamin C, glutathione, collagen, and other ingredients to address skin issues, demonstrating the expanding applications in functional foods.

#### Threat:

##### Adverse publicity or health concerns

Adverse publicity or health concerns represent a significant threat to the vitamin C market, as consumer confidence can be quickly eroded by negative information. Despite vitamin C's generally recognized safety profile, controversies regarding efficacy

claims, potential side effects from high dosages, or quality concerns from certain manufacturing sources could impact market growth. The industry faces challenges from varying research conclusions about vitamin C's effectiveness for certain conditions, which can create consumer confusion.

#### Covid-19 Impact:

The COVID-19 pandemic dramatically accelerated vitamin C market growth as consumers sought immune-boosting supplements. During the peak week ending March 15, 2020, vitamin C sales grew by \$60.4 million as consumers stocked up on supplies. Brands like Emergen-C saw a 244% dollar sales increase in the six weeks ending April 5, 2020, compared to 2019. A CRN survey found that 44% of existing supplement users increased their vitamin C intake during the pandemic. This surge was driven by clinical investigations suggesting vitamin C's potential intervention against coronavirus, establishing new consumption patterns that have persisted beyond the pandemic.

The ascorbic acid segment is expected to be the largest during the forecast period

The ascorbic acid segment is expected to account for the largest market share during the forecast period due to its widespread applications across multiple industries. As the most common form of vitamin C, ascorbic acid is extensively used in pharmaceuticals for collagen synthesis, tissue repair, iron absorption enhancement, and immune system boosting. It's also a vital ingredient in cosmetics and personal care products, helping to reduce hyperpigmentation, boost collagen, promote wound healing, and improve skin hydration. In pharmaceutical sector ascorbic acid is a key ingredient for treating various conditions, including weakness, anemia, bleeding gums, and skin disorders.

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

Over the forecast period, the natural segment is predicted to witness the highest growth rate as consumer preferences shift toward naturally sourced vitamin C products. This growth is driven by increasing demand for clean label, organic, and sustainable products across all application sectors. Natural vitamin C, derived from fruits, vegetables, and other plant sources, is perceived as healthier and more environmentally friendly compared to synthetic alternatives. Despite synthetic vitamin C currently dominating market share due to cost-effectiveness and consistent quality, the natural segment is gaining momentum as consumers become more health-conscious and environmentally aware, particularly among Gen Z consumers who strongly prefer 'better-for-you' products with natural ingredients.

### Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share. This dominance is primarily driven by the presence of major pharmaceutical companies and substantial consumption across various sectors, including animal feed, cosmetics, and food supplements. China's prominence in both the production and distribution of ascorbic acid, supported by government investments in technology advancements and low-cost manufacturing capabilities, has been instrumental in establishing the region's market leadership. Additionally, Asia Pacific boasts one of the world's largest pharmaceutical industries, with countries like Japan, India, and China excelling in vaccine production, generic drugs, and other pharmaceutical services.

### Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR. This accelerated growth is fueled by high consumer awareness regarding vitamin C's health benefits, a well-established dietary supplements industry, and increasing demand for pharmaceutical and cosmetic products containing vitamin C. The United States, in particular, shows strong market potential. The region's growth is further supported by rising disposable income, growing prevalence of lifestyle diseases, an aging population, and the expanding trend toward preventive healthcare and natural ingredients.

### Key players in the market

Some of the key players in Vitamin C Market include BASF, Shandong Luwei Pharmaceutical, North China Pharmaceutical Group, Jiangsu Jiangshan Pharmaceutical, CSPC Pharmaceutical Group, Northeast Pharmaceutical Group, ADM, Sanofi, Bayer, Foodchem, Amway India Enterprises, Glanbia, DuPont, Divi's Laboratories, Hebei Welcome Pharmaceutical Co., Ltd. and Anhui Tiger Biotech Co., Ltd.

### Key Developments:

In May 2024, A recent study shows that there may be a more effective way to treat melanoma by using ascorbate (vitamin C) to increase DNA damage in cancer cells, leading to their death, according to co-corresponding author of the study Marcus Cooke, professor and chair in the Department of Molecular Biosciences. The multi-disciplinary

research team found that melanoma cells have more DNA damage and fewer antioxidant defenses compared to normal skin cells. When treated with hydrogen peroxide and vitamin C, melanoma cells showed even more DNA damage and higher cell death rates, while normal cells were protected. Additionally, the study results found that vitamin C boosted the effectiveness of an existing melanoma drug, Elesclomol.

In June 2023, DSM-Firmenich, a prominent company in the vitamin industry, announced the restructuring of its vitamin business. This decision was made in response to prevailing market trends, conditions, and a noticeable weakening of global vitamin markets overall.

In November 2021, Life Extension, a U.S.-based company specializing in strategies to slow aging and enhance human longevity, introduced a new product called Vitamin C 24-Hour Liposomal Hydrogel Mixture. This innovative product combines 350 mg of vitamin C with a unique liposomal delivery technology, enhancing the body's absorption of vitamin C.

#### Product Types Covered:

Ascorbic Acid

Mineral Ascorbates

#### Forms Covered:

Powder/Crystals

Liquid

Gummies

Tablets

Capsules

Other Forms

Sources Covered:

Natural

Synthetic

Grades Covered:

Regular

Premium

Distribution Channels Covered:

Offline

Online

End Users Covered:

Pharmaceuticals

Food & Beverages

Personal Care & Cosmetics

Animal Feed

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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