

Multivitamin Gummies Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028 Segmented By Source (Gelatin, Plant Based Gelatin Substitute), By End-user (Adults, Geriatric, Pregnant Women, Children), By Application (General Health, Bone & Joint Health, Immunity, Cardiac Health, Diabetes, Skin/Hair/Nails, Prenatal Health, Others), By Sales Channel (OTC, Prescribed), By Distribution Channel (Offline, Online), By Region, By Competition Forecast & Opportunities, 2018-2028F

<https://marketpublishers.com/r/M3709095940EEN.html>

Date: October 2023

Pages: 190

Price: US\$ 4,900.00 (Single User License)

ID: M3709095940EEN

Abstracts

Global Multivitamin Gummies Market has valued at USD 5.08 billion in 2022 and is anticipated to project impressive growth in the forecast period with a CAGR of 10.91% through 2028. Consumers are showing a growing interest in products that not only offer health benefits but also taste good. Many manufacturers are capitalizing on this trend by offering a wide range of flavors for use in multivitamin gummies to capture consumers' attention. Furthermore, increasing consumer awareness about nutrition and health is contributing to the market's demand. Additionally, the COVID-19 pandemic has underscored the significance of a robust immune system and immunity-boosting foods, leading to a heightened demand for gummy supplements that allow individuals to conveniently intake multiple vitamins in a single dose.

Key Market Drivers

Increasing Health Consciousness

In today's fast-paced world, where wellness has become a top priority for many, health-consciousness is on the rise. People are more proactive than ever when it comes to maintaining their health and well-being. This heightened awareness of the importance of good nutrition and overall health is a significant driving force behind the remarkable growth of the global multivitamin gummies market. Increasingly, individuals are recognizing that good health is not merely the absence of illness but the pursuit of optimal well-being. This holistic approach to health involves conscious efforts to eat a balanced diet, engage in regular physical activity, manage stress, and ensure the body receives essential nutrients. Multivitamin gummies have become an integral part of this wellness journey as they provide a convenient and enjoyable way to supplement one's diet with vital vitamins and minerals. As people become more informed about their dietary habits, they are discovering the existence of nutrient gaps in their daily intake. Modern lifestyles, dietary restrictions, and food preferences can lead to deficiencies in essential vitamins and minerals. Multivitamin gummies bridge these gaps, offering a simple solution for individuals to meet their nutritional needs. Preventive healthcare is gaining traction, with individuals taking proactive measures to ward off potential health issues. Multivitamin gummies are viewed as a preventive tool to support the immune system, bone health, and overall vitality. The belief that these supplements can help reduce the risk of health problems is driving their adoption. Multivitamin gummies are not limited to a specific age group; they cater to children, adults, and seniors alike. Parents choose gummies for their children to ensure they receive essential nutrients for growth and development. Adults value them for maintaining vitality and supporting various bodily functions, while seniors appreciate the bone and joint health benefits. This versatility ensures a broad consumer base. One of the significant advantages of multivitamin gummies is their ease of incorporation into a daily routine. Unlike traditional pills, which some people find challenging to swallow, gummies are chewable and enjoyable. This simplicity encourages consistent use, as individuals are more likely to remember and adhere to their supplement regimen. The era of social media has given rise to health and wellness influencers who promote a balanced lifestyle and advocate for the benefits of dietary supplements. These influencers share their experiences with multivitamin gummies, contributing to their popularity and driving consumer interest. People are more inclined to try products endorsed by individuals they trust.

Convenience and Palatability

In today's fast-paced world, consumers are constantly seeking convenient and enjoyable solutions to support their health and well-being. This quest for simplicity and palatability has been a driving force behind the remarkable growth of the global

multivitamin gummies market. One of the primary factors contributing to the growth of the multivitamin gummies market is their sheer convenience. Unlike traditional vitamin pills or capsules, which can be challenging for some individuals to swallow, gummies are easy to consume. This simplicity is especially appealing to children, the elderly, and anyone who may have difficulty taking conventional supplements. Multivitamin gummies eliminate the need for water, which is often required to swallow pills or capsules. This feature makes them an ideal choice for on-the-go consumption. People can take their daily dose of essential vitamins and minerals anytime, anywhere, without the need for a glass of water, making them particularly suited for today's busy lifestyles. Perhaps one of the most significant contributors to the popularity of multivitamin gummies is their palatability. These supplements come in a wide range of delicious flavors, from fruity to dessert-inspired options. This variety makes taking vitamins a more enjoyable experience, especially for children and adults who may be reluctant to consume traditional supplements with a bitter or medicinal taste. The gummy format of these supplements often resembles candies or gummy bears. This similarity creates a positive psychological association, making individuals more inclined to take their daily vitamins. This appeal to the inner child in all of us has undoubtedly contributed to the widespread adoption of multivitamin gummies. The convenience and palatability of multivitamin gummies have been linked to increased compliance rates. People are more likely to stick to their supplement regimen when they enjoy the taste and find the process hassle-free. This consistency in usage can lead to better health outcomes over time. Multivitamin gummies are not limited to a specific age group. They are suitable for children, adults, and seniors alike. This versatility means that a single product can cater to the entire family's nutritional needs, simplifying the supplement-buying process for households. Many individuals have an aversion to taking pills, whether due to size, taste, or difficulty in swallowing. Multivitamin gummies offer an alternative that overcomes these barriers, ensuring that more people can access and benefit from essential nutrients.

Expanding Dietary Supplement Market

The global dietary supplement market is undergoing a significant transformation, driven by evolving consumer preferences and an increased focus on health and wellness. Within this expansive market, multivitamin gummies have emerged as a star performer. The dietary supplement market has witnessed consistent growth over the past decade, spurred by factors such as rising health consciousness, aging populations, and a growing preference for preventative health measures. This broader market encompasses a wide range of products, including vitamins, minerals, herbal supplements, and multivitamins. One of the driving factors behind the growth of the

dietary supplement market is consumer demand for convenient solutions to address their health needs. As people increasingly lead busy lives, they seek hassle-free ways to ensure they are meeting their nutritional requirements. This is where multivitamin gummies shine. Multivitamin gummies are a perfect fit for the modern consumer's lifestyle. They offer an easy and enjoyable method of obtaining essential nutrients. Compared to traditional pill forms, gummies require no water and are simple to incorporate into daily routines. This level of convenience is a significant draw for consumers seeking accessible health solutions. The dietary supplement market caters to a diverse range of consumers, from children and young adults to seniors. Multivitamin gummies appeal to this broad demographic spectrum due to their suitability for various age groups. Parents opt for gummies to ensure their children receive essential nutrients, while adults and seniors choose them for maintaining overall health. The dietary supplement market's growth has encouraged manufacturers to innovate continually, with a particular focus on multivitamin gummies. Companies are introducing new flavors, specialized formulations, and unique ingredient combinations to cater to specific health needs. This innovation keeps consumers engaged and encourages brand loyalty. The accessibility of multivitamin gummies through both physical retail stores and e-commerce platforms plays a crucial role in their market growth. Consumers can easily purchase these supplements from their preferred shopping channels, enhancing their reach and availability. The rise of health and wellness influencers on social media platforms has contributed to the popularity of dietary supplements, including multivitamin gummies. Influencers endorse these products, sharing their own experiences and insights, which resonates with their followers and drives consumer interest.

E-commerce and Retail Availability

The global multivitamin gummies market has experienced remarkable growth in recent years, and one of the key drivers behind this surge is the accessibility of these supplements through both e-commerce and traditional retail channels. E-commerce has revolutionized the way consumers access products. With just a few clicks, individuals from around the world can browse, compare, and purchase multivitamin gummies. This ease of access expands the market's reach, making these supplements available to a global audience. No longer bound by geographical limitations, consumers can now obtain their preferred multivitamin gummies with convenience. E-commerce platforms offer consumers the ultimate convenience in purchasing multivitamin gummies. Shoppers can explore a wide array of brands, flavors, and formulations from the comfort of their homes. The ability to read reviews, compare prices, and access detailed product information empowers consumers to make informed choices, enhancing their overall

shopping experience. In addition to e-commerce, multivitamin gummies are readily available in various retail outlets. These include pharmacies, supermarkets, health food stores, and specialty supplement shops. The diverse presence of these products in physical stores ensures that consumers encounter them during their routine shopping trips, increasing the likelihood of purchase. Physical retail stores provide immediate gratification for consumers. Shoppers can walk into a store, select their desired multivitamin gummies, and take them home on the same day. This aspect appeals to individuals who prefer not to wait for online orders to arrive or want to address their nutritional needs promptly. The physical presence of multivitamin gummies in retail stores increases their visibility and fosters trust. Consumers can physically examine the product, read labels, and ask in-store staff for recommendations. This tactile experience often instills confidence in the quality and safety of the supplements.

Key Market Challenges

Regulatory Scrutiny

One of the foremost challenges confronting the multivitamin gummies market is regulatory scrutiny. Dietary supplements, including multivitamin gummies, must adhere to stringent regulations and quality standards to ensure safety and efficacy. Navigating the complex landscape of regulations in different countries can be a daunting task for manufacturers, leading to potential delays in product launches and increased compliance costs.

Labeling and Health Claims

Accurate labeling and health claims are essential for building trust with consumers. However, ensuring that multivitamin gummies' labels comply with regulations and accurately represent the product's benefits can be challenging. Misleading or unsubstantiated health claims can result in legal repercussions and damage a brand's reputation.

Competition and Brand Differentiation

The multivitamin gummies market has become increasingly competitive, with numerous brands vying for consumer attention. This crowded landscape presents a challenge for new entrants, as they must find unique ways to differentiate their products from established competitors. Innovations in flavors, formulations, and packaging can help, but breaking through can still be challenging.

Consumer Skepticism

Not all consumers are convinced of the efficacy of dietary supplements, including multivitamin gummies. Skepticism about the benefits of these products, driven by concerns over product quality, unsubstantiated claims, or a lack of understanding of nutritional needs, can hinder market growth. Building trust and educating consumers about the value of these supplements is an ongoing challenge.

Key Market Trends

Personalization and Targeted Formulations

Personalization is becoming increasingly important in the multivitamin gummies market. Consumers are looking for supplements tailored to their specific health needs, age, and lifestyle. Manufacturers are responding by developing targeted formulations designed to address various health concerns, such as immune support, energy, and beauty-enhancing ingredients. Personalized gummies are expected to gain popularity as consumers seek supplements that cater to their unique requirements.

Natural and Clean Label Ingredients

The clean label movement is making its mark on the dietary supplement industry, including multivitamin gummies. Consumers are seeking products with transparent ingredient lists, free from artificial colors, flavors, and preservatives. Manufacturers are responding by using natural ingredients and simplifying their formulations to meet the demand for clean label products. Expect to see more gummies made with organic and non-GMO ingredients.

Functional Ingredients and Specialty Nutrients

Beyond the essential vitamins and minerals, multivitamin gummies are incorporating functional ingredients and specialty nutrients. These can include botanical extracts, probiotics, antioxidants, and adaptogens. These added ingredients offer specific health benefits, such as improved gut health, stress reduction, and enhanced immune support. As consumer awareness of these functional ingredients grows, manufacturers will continue to innovate in this direction.

Sustainable Packaging and Practices

Sustainability is a growing concern for consumers, and it's making its way into the multivitamin gummies market. Manufacturers are exploring eco-friendly packaging options, such as recyclable and biodegradable materials. Additionally, sustainable sourcing practices for ingredients and ethical production methods are becoming more critical as consumers seek products that align with their values.

Segmental Insights

Source Insights

Gelatin dominated the market in terms of revenue in 2022. This can be attributed to factors such as its longer shelf life, ideal chewiness, and texture, which are driving the demand for multivitamin gummies made with gelatin. Gelatin provides a unique texture and chewiness to gummies that appeals to a wide range of consumers. Additionally, it serves as a stabilizing agent in gummies, helping to maintain their structure and prevent moisture loss. Many manufacturers are actively working on improving gelatin for its optimal use in supplement gummies. For example, Gelita introduced a fast-setting gelatin called Confixx in January 2023, which is free of starch. This fast-setting gelatin enables manufacturers to work with various types of active ingredients and streamline the production process.

On the other hand, the plant-based gelatin substitute exhibited the highest CAGR during the projected period. This surge in growth can be attributed to the increasing popularity of the health and wellness movement, which has piqued consumer interest in naturally sourced and clean-label ingredients. As a result, there is a rising demand for plant-based alternatives to gelatin. Numerous manufacturers are increasingly using sources like agar-agar, seaweed, and fruit pectin to create products that appeal to consumers. For example, in May 2023, SmartyPants Vitamins launched gelatin-free gummies designed for women, toddlers, and prenatal and postnatal use. These gummies are formulated with vitamins D3, K1, and B12 and have received certification from a clean label project.

End-user Insights

The adult segment took the lead in the market and accounted for the largest share of revenue in 2022. This is primarily due to the increasing occurrence of multivitamin deficiencies among adults and the convenience associated with using multivitamin supplements among this demographic. Gummies are a more convenient option

compared to traditional pills and tablets, making it easier for adults, especially those with busy lifestyles, to incorporate supplements into their routines. For example, in November 2021, JediVite, a company based in the Netherlands, introduced multivitamin gummies tailored for adults. These gummies are enriched with essential vitamins like B, K, and zinc.

The geriatric segment is projected to experience the most rapid CAGR during the forecast period. The increase in the elderly population, coupled with a growing awareness among older individuals regarding bone and joint health, is fueling the demand for multivitamin gummies in this demographic. Older adults often encounter age-related concerns such as the need for immune support, cognitive function maintenance, and overall health. Multivitamin gummies are specially formulated with ingredients like Vitamin D, antioxidants, and calcium, which can offer nutritional support to the aging population. For instance, in December 2022, GNC introduced GNC Mega Men and Women 50+ multivitamin gummies designed specifically for adults over the age of 50.

Regional Insights

In 2022, the North America region secured a substantial share of revenue in the market, primarily due to the presence of numerous players in the gummy industry. Manufacturers in this region are embracing advanced manufacturing technologies and innovative packaging strategies to attract consumers. Furthermore, they are collaborating with online retailers like Amazon to facilitate direct deliveries to end-users. The U.S. multivitamin gummies market is poised to experience a noteworthy CAGR during the forecast period. This growth is driven by increasing consumer awareness of personal health and well-being, as well as a rising demand for preventive health products, as individuals aim to maintain a healthy and illness-free lifestyle.

The Asia Pacific multivitamin gummies market is anticipated to demonstrate the fastest CAGR from 2023 to 2030. The rapid urbanization and changing lifestyles in this region have led to a substantial increase in the prevalence of chronic diseases, significantly contributing to market expansion. Additionally, the availability of cost-effective raw materials and the growing popularity of naturally sourced products have further boosted market growth.

In Europe, there is an expectation of an impressive CAGR during the forecast period. The demand for multivitamin gummies and immune-boosting supplements has witnessed a significant upswing in European countries. There has been a noticeable

shift in consumer attitudes toward health and fitness, with individuals adopting a comprehensive approach to achieve their fitness and health goals.

Key Market Players

Smarty Pants Inc

Pharmavite LLC

Gardenlife Inc

Olly Public Benefit Corp

Church & Dwight Co., Inc.

Nature's Way Brands, LLC

MRO MaryRuth, LLC

Bayer AG

GNC Holdings LLC

Report Scope:

In this report, the Global Multivitamin Gummies Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Multivitamin Gummies Market, By Source:

Gelatin

Plant Based Gelatin Substitute

Multivitamin Gummies Market, By End-user:

Adults

Geriatric

Pregnant Women

Children

Multivitamin Gummies Market, By Application:

General Health

Bone & Joint Health

Immunity

Cardiac Health

Diabetes

Skin/Hair/Nails

Prenatal Health

Others

Multivitamin Gummies Market, By Sales Channel:

OTC

Prescribed

Multivitamin Gummies Market, By Distribution Channel:

Offline

Online

Multivitamin Gummies Market, By Region:

North America

United States

Canada

Mexico

Europe

Germany

United Kingdom

France

Italy

Spain

Asia-Pacific

China

Japan

India

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Multivitamin Gummies Market.

Available Customizations:

Global Multivitamin Gummies market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
 - 1.2.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

4. VOICE OF CUSTOMER

5. GLOBAL MULTIVITAMIN GUMMIES MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Source (Gelatin, Plant Based Gelatin Substitute)
 - 5.2.2. By End-user (Adults, Geriatric, Pregnant Women, Children)
 - 5.2.3. By Application (General Health, Bone & Joint Health, Immunity, Cardiac Health, Diabetes, Skin/Hair/Nails, Prenatal Health, Others)

- 5.2.4. By Sales Channel (OTC, Prescribed)
- 5.2.5. By Distribution Channel (Offline, Online)
- 5.2.6. By Region
- 5.2.7. By Company (2022)
- 5.3. Product Market Map
 - 5.3.1. By Source
 - 5.3.2. By End-user
 - 5.3.3. By Application
 - 5.3.4. By Sales Channel
 - 5.3.5. By Distribution Channel
 - 5.3.6. By Region

6. NORTH AMERICA MULTIVITAMIN GUMMIES MARKET OUTLOOK

- 6.1. Market Size & Forecast
 - 6.1.1. By Value
- 6.2. Market Share & Forecast
 - 6.2.1. By Source (Gelatin, Plant Based Gelatin Substitute)
 - 6.2.2. By End-user (Adults, Geriatric, Pregnant Women, Children)
 - 6.2.3. By Application (General Health, Bone & Joint Health, Immunity, Cardiac Health, Diabetes, Skin/Hair/Nails, Prenatal Health, Others)
 - 6.2.4. By Sales Channel (OTC, Prescribed)
 - 6.2.5. By Distribution Channel (Offline, Online)
 - 6.2.6. By Country
- 6.3. North America: Country Analysis
 - 6.3.1. United States Multivitamin Gummies Market Outlook
 - 6.3.1.1. Market Size & Forecast
 - 6.3.1.1.1. By Value
 - 6.3.1.2. Market Share & Forecast
 - 6.3.1.2.1. By Source
 - 6.3.1.2.2. By End-user
 - 6.3.1.2.3. By Application
 - 6.3.1.2.4. By Sales Channel
 - 6.3.1.2.5. By Distribution Channel
 - 6.3.2. Canada Multivitamin Gummies Market Outlook
 - 6.3.2.1. Market Size & Forecast
 - 6.3.2.1.1. By Value
 - 6.3.2.2. Market Share & Forecast
 - 6.3.2.2.1. By Source

- 6.3.2.2.2. By End-user
- 6.3.2.2.3. By Application
- 6.3.2.2.4. By Sales Channel
- 6.3.2.2.5. By Distribution Channel
- 6.3.3. Mexico Multivitamin Gummies Market Outlook
 - 6.3.3.1. Market Size & Forecast
 - 6.3.3.1.1. By Value
 - 6.3.3.2. Market Share & Forecast
 - 6.3.3.2.1. By Source
 - 6.3.3.2.2. By End-user
 - 6.3.3.2.3. By Application
 - 6.3.3.2.4. By Sales Channel
 - 6.3.3.2.5. By Distribution Channel

7. EUROPE MULTIVITAMIN GUMMIES MARKET OUTLOOK

- 7.1. Market Size & Forecast
 - 7.1.1. By Value
- 7.2. Market Share & Forecast
 - 7.2.1. By Source (Gelatin, Plant Based Gelatin Substitute)
 - 7.2.2. By End-user (Adults, Geriatric, Pregnant Women, Children)
 - 7.2.3. By Application (General Health, Bone & Joint Health, Immunity, Cardiac Health, Diabetes, Skin/Hair/Nails, Prenatal Health, Others)
 - 7.2.4. By Sales Channel (OTC, Prescribed)
 - 7.2.5. By Distribution Channel (Offline, Online)
 - 7.2.6. By Country
- 7.3. Europe: Country Analysis
 - 7.3.1. Germany Multivitamin Gummies Market Outlook
 - 7.3.1.1. Market Size & Forecast
 - 7.3.1.1.1. By Value
 - 7.3.1.2. Market Share & Forecast
 - 7.3.1.2.1. By Source
 - 7.3.1.2.2. By End-user
 - 7.3.1.2.3. By Application
 - 7.3.1.2.4. By Sales Channel
 - 7.3.1.2.5. By Distribution Channel
 - 7.3.2. United Kingdom Multivitamin Gummies Market Outlook
 - 7.3.2.1. Market Size & Forecast
 - 7.3.2.1.1. By Value

- 7.3.2.2. Market Share & Forecast
 - 7.3.2.2.1. By Source
 - 7.3.2.2.2. By End-user
 - 7.3.2.2.3. By Application
 - 7.3.2.2.4. By Sales Channel
 - 7.3.2.2.5. By Distribution Channel
- 7.3.3. France Multivitamin Gummies Market Outlook
 - 7.3.3.1. Market Size & Forecast
 - 7.3.3.1.1. By Value
 - 7.3.3.2. Market Share & Forecast
 - 7.3.3.2.1. By Source
 - 7.3.3.2.2. By End-user
 - 7.3.3.2.3. By Application
 - 7.3.3.2.4. By Sales Channel
 - 7.3.3.2.5. By Distribution Channel
- 7.3.4. Italy Multivitamin Gummies Market Outlook
 - 7.3.4.1. Market Size & Forecast
 - 7.3.4.1.1. By Value
 - 7.3.4.2. Market Share & Forecast
 - 7.3.4.2.1. By Source
 - 7.3.4.2.2. By End-user
 - 7.3.4.2.3. By Application
 - 7.3.4.2.4. By Sales Channel
 - 7.3.4.2.5. By Distribution Channel
- 7.3.5. Spain Multivitamin Gummies Market Outlook
 - 7.3.5.1. Market Size & Forecast
 - 7.3.5.1.1. By Value
 - 7.3.5.2. Market Share & Forecast
 - 7.3.5.2.1. By Source
 - 7.3.5.2.2. By End-user
 - 7.3.5.2.3. By Application
 - 7.3.5.2.4. By Sales Channel
 - 7.3.5.2.5. By Distribution Channel

8. ASIA-PACIFIC MULTIVITAMIN GUMMIES MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast

- 8.2.1. By Source (Gelatin, Plant Based Gelatin Substitute)
- 8.2.2. By End-user (Adults, Geriatric, Pregnant Women, Children)
- 8.2.3. By Application (General Health, Bone & Joint Health, Immunity, Cardiac Health, Diabetes, Skin/Hair/Nails, Prenatal Health, Others)
- 8.2.4. By Sales Channel (OTC, Prescribed)
- 8.2.5. By Distribution Channel (Offline, Online)
- 8.2.6. By Country
- 8.3. Asia-Pacific: Country Analysis
 - 8.3.1. China Multivitamin Gummies Market Outlook
 - 8.3.1.1. Market Size & Forecast
 - 8.3.1.1.1. By Value
 - 8.3.1.2. Market Share & Forecast
 - 8.3.1.2.1. By Source
 - 8.3.1.2.2. By End-user
 - 8.3.1.2.3. By Application
 - 8.3.1.2.4. By Sales Channel
 - 8.3.1.2.5. By Distribution Channel
 - 8.3.2. Japan Multivitamin Gummies Market Outlook
 - 8.3.2.1. Market Size & Forecast
 - 8.3.2.1.1. By Value
 - 8.3.2.2. Market Share & Forecast
 - 8.3.2.2.1. By Source
 - 8.3.2.2.2. By End-user
 - 8.3.2.2.3. By Application
 - 8.3.2.2.4. By Sales Channel
 - 8.3.2.2.5. By Distribution Channel
 - 8.3.3. India Multivitamin Gummies Market Outlook
 - 8.3.3.1. Market Size & Forecast
 - 8.3.3.1.1. By Value
 - 8.3.3.2. Market Share & Forecast
 - 8.3.3.2.1. By Source
 - 8.3.3.2.2. By End-user
 - 8.3.3.2.3. By Application
 - 8.3.3.2.4. By Sales Channel
 - 8.3.3.2.5. By Distribution Channel
 - 8.3.4. Australia Multivitamin Gummies Market Outlook
 - 8.3.4.1. Market Size & Forecast
 - 8.3.4.1.1. By Value
 - 8.3.4.2. Market Share & Forecast

- 8.3.4.2.1. By Source
- 8.3.4.2.2. By End-user
- 8.3.4.2.3. By Application
- 8.3.4.2.4. By Sales Channel
- 8.3.4.2.5. By Distribution Channel
- 8.3.5. South Korea Multivitamin Gummies Market Outlook
 - 8.3.5.1. Market Size & Forecast
 - 8.3.5.1.1. By Value
 - 8.3.5.2. Market Share & Forecast
 - 8.3.5.2.1. By Source
 - 8.3.5.2.2. By End-user
 - 8.3.5.2.3. By Application
 - 8.3.5.2.4. By Sales Channel
 - 8.3.5.2.5. By Distribution Channel

9. SOUTH AMERICA MULTIVITAMIN GUMMIES MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Source (Gelatin, Plant Based Gelatin Substitute)
 - 9.2.2. By End-user (Adults, Geriatric, Pregnant Women, Children)
 - 9.2.3. By Application (General Health, Bone & Joint Health, Immunity, Cardiac Health, Diabetes, Skin/Hair/Nails, Prenatal Health, Others)
 - 9.2.4. By Sales Channel (OTC, Prescribed)
 - 9.2.5. By Distribution Channel (Offline, Online)
 - 9.2.6. By Country
- 9.3. South America: Country Analysis
 - 9.3.1. Brazil Multivitamin Gummies Market Outlook
 - 9.3.1.1. Market Size & Forecast
 - 9.3.1.1.1. By Value
 - 9.3.1.2. Market Share & Forecast
 - 9.3.1.2.1. By Source
 - 9.3.1.2.2. By End-user
 - 9.3.1.2.3. By Application
 - 9.3.1.2.4. By Sales Channel
 - 9.3.1.2.5. By Distribution Channel
 - 9.3.2. Argentina Multivitamin Gummies Market Outlook
 - 9.3.2.1. Market Size & Forecast

- 9.3.2.1.1. By Value
- 9.3.2.2. Market Share & Forecast
 - 9.3.2.2.1. By Source
 - 9.3.2.2.2. By End-user
 - 9.3.2.2.3. By Application
 - 9.3.2.2.4. By Sales Channel
 - 9.3.2.2.5. By Distribution Channel
- 9.3.3. Colombia Multivitamin Gummies Market Outlook
 - 9.3.3.1. Market Size & Forecast
 - 9.3.3.1.1. By Value
 - 9.3.3.2. Market Share & Forecast
 - 9.3.3.2.1. By Source
 - 9.3.3.2.2. By End-user
 - 9.3.3.2.3. By Application
 - 9.3.3.2.4. By Sales Channel
 - 9.3.3.2.5. By Distribution Channel

10. MIDDLE EAST AND AFRICA MULTIVITAMIN GUMMIES MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Source (Gelatin, Plant Based Gelatin Substitute)
 - 10.2.2. By End-user (Adults, Geriatric, Pregnant Women, Children)
 - 10.2.3. By Application (General Health, Bone & Joint Health, Immunity, Cardiac Health, Diabetes, Skin/Hair/Nails, Prenatal Health, Others)
 - 10.2.4. By Sales Channel (OTC, Prescribed)
 - 10.2.5. By Distribution Channel (Offline, Online)
 - 10.2.6. By Country
- 10.3. MEA: Country Analysis
 - 10.3.1. South Africa Multivitamin Gummies Market Outlook
 - 10.3.1.1. Market Size & Forecast
 - 10.3.1.1.1. By Value
 - 10.3.1.2. Market Share & Forecast
 - 10.3.1.2.1. By Source
 - 10.3.1.2.2. By End-user
 - 10.3.1.2.3. By Application
 - 10.3.1.2.4. By Sales Channel
 - 10.3.1.2.5. By Distribution Channel

10.3.2. Saudi Arabia Multivitamin Gummies Market Outlook

10.3.2.1. Market Size & Forecast

10.3.2.1.1. By Value

10.3.2.2. Market Share & Forecast

10.3.2.2.1. By Source

10.3.2.2.2. By End-user

10.3.2.2.3. By Application

10.3.2.2.4. By Sales Channel

10.3.2.2.5. By Distribution Channel

10.3.3. UAE Multivitamin Gummies Market Outlook

10.3.3.1. Market Size & Forecast

10.3.3.1.1. By Value

10.3.3.2. Market Share & Forecast

10.3.3.2.1. By Source

10.3.3.2.2. By End-user

10.3.3.2.3. By Application

10.3.3.2.4. By Sales Channel

10.3.3.2.5. By Distribution Channel

10.3.4. Kuwait Multivitamin Gummies Market Outlook

10.3.4.1. Market Size & Forecast

10.3.4.1.1. By Value

10.3.4.2. Market Share & Forecast

10.3.4.2.1. By Source

10.3.4.2.2. By End-user

10.3.4.2.3. By Application

10.3.4.2.4. By Sales Channel

10.3.4.2.5. By Distribution Channel

11. MARKET DYNAMICS

11.1. Drivers

11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

12.1. Recent Development

12.2. Mergers & Acquisitions

12.3. Product Launches

13. PORTER'S FIVE FORCES ANALYSIS

- 13.1. Competition in the Industry
- 13.2. Potential of New Entrants
- 13.3. Power of Suppliers
- 13.4. Power of Customers
- 13.5. Threat of Substitute Products

14. COMPETITIVE LANDSCAPE

- 14.1. Business Overview
- 14.2. Product Offerings
- 14.3. Recent Developments
- 14.4. Financials (As Reported)
- 14.5. Key Personnel
- 14.6. SWOT Analysis
 - 14.6.1. Smarty Pants Inc
 - 14.6.2. Pharmavite LLC
 - 14.6.3. Gardenlife Inc
 - 14.6.4. Olly Public Benefit Corp
 - 14.6.5. Church & Dwight Co., Inc.
 - 14.6.6. Nature's Way Brands, LLC
 - 14.6.7. MRO MaryRuth, LLC
 - 14.6.8. Bayer AG
 - 14.6.9. GNC Holdings LLC

15. STRATEGIC RECOMMENDATIONS

16. ABOUT US & DISCLAIMER

I would like to order

Product name: Multivitamin Gummies Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028 Segmented By Source (Gelatin, Plant Based Gelatin Substitute), By End-user (Adults, Geriatric, Pregnant Women, Children), By Application (General Health, Bone & Joint Health, Immunity, Cardiac Health, Diabetes, Skin/Hair/Nails, Prenatal Health, Others), By Sales Channel (OTC, Prescribed), By Distribution Channel (Offline, Online), By Region, By Competition Forecast & Opportunities, 2018-2028F

Product link: <https://marketpublishers.com/r/M3709095940EEN.html>

Price: US\$ 4,900.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M3709095940EEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms

& Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970