

Middle East & Africa Vitamin K2 Market Forecast to 2030 - Regional Analysis - by Product (MK-4, MK-7, and Combination Drugs), Dosage Forms (Capsules & Tablets, Powder, and Oils), Source (Natural and Synthetic), and Application (Pharmaceuticals, Nutraceuticals and Food, and Others)

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Abstracts

The Middle East & Africa vitamin K2 market is expected to grow from US\$ 2.67 million in 2022 to US\$ 16.83 million by 2030. It is estimated to grow at a CAGR of 25.9% from 2022 to 2030.

Regulatory Consideration and Standards Fuels Middle East & Africa Vitamin K2 Market
As the popularity of vitamin K2 grows, regulatory bodies are likely to establish specific guidelines and standards for manufacturing, labeling, and marketing vitamin K2 products. Regulatory bodies might collaborate closely with key players in the sector to create and implement rules that guarantee the consistency and dependability of vitamin K2 supplements and fortified meals sold in the market. These rules safeguard customers by providing accurate information about the components and advantages of vitamin K2 products. Additionally, such regulations can ensure the quality, safety, and accurate representation of vitamin K2 in the market, providing consumers with reliable and transparent information. Furthermore, establishing evidence-based recommendations for vitamin K2 supplementation requires cooperation between regulatory bodies, research organizations, and industry specialists. To develop safety standards for particular populations, such as children, expectant mothers, or people with certain medical conditions, regulatory authorities will conduct research and consult experts to determine the proper dosage levels, identify any interactions or contraindications, and set safety guidelines regarding the consumption of vitamin K2. The scientific data supporting the various advantages of vitamin K2, such as its

contribution to bone and cardiovascular health, can be examined to decide whether claims must be displayed on product labels or not. This makes it possible to guarantee that health claims are truthful and backed by solid scientific evidence, ensuring customers are not deceived. Thus, the growing focus on regulatory consideration and standards provides significant opportunities for the growth of the Middle East & Africa Vitamin K2 market.

Middle East & Africa Vitamin K2 Market Overview

The Middle East & Africa vitamin K2 market is segmented into Saudi Arabia, the UAE, South Africa, and the Rest of MEA. The growth of the market is attributed to the increasing prevalence of CVD and growing cases of osteoporosis bone deformation in adults and newborns. However, the limited awareness regarding benefits of vitamin K2 hinders the market growth. Countries such as the UAE and Saudi Arabia are expected to be among the most significant contributors to the vitamin K2 market due to the rising prevalence of cardiovascular diseases and orthopedic disorders. Increasing awareness among the large population with regard to the use and benefits of nutritional supplements is likely to continue to drive the market growth. Saudi Arabia is one of the fastest-growing countries in the Middle East. The growth can be attributed to changing government policies, increasing public-private partnerships, and improving healthcare infrastructure. Cardiovascular diseases are the leading cause of death in Saudi Arabia. The most common risk factors for cardiovascular diseases identified in the studies were high blood pressure, diabetes, dyslipidemia, obesity, smoking, low physical activity, poor diet, and alcohol consumption. In Saudi Arabia, lifestyle has changed dramatically due to rapid urbanization, sedentary lifestyle, and poor diet. Thus, the increasing health concerns among the population and quick access to healthcare facilities in the country are likely to contribute to the vitamin K2 market growth. As per the national news article, the total number of pharmacy outlets in the country was 7,826 in 2020, which is expected to increase to 8,000 by the end of 2023. Therefore, the increase in cardiovascular disorders and expansion of distribution channels in the country are expected to promote the market growth in Saudi Arabia.

Middle East & Africa Vitamin K2 Market Revenue and Forecast to 2030 (US\$ Million)

Middle East & Africa Vitamin K2 Market Segmentation

The Middle East & Africa vitamin K2 market is segmented into product, dosage forms, source, application, and country.

Based on product, the Middle East & Africa vitamin K2 market is segmented into MK-4, MK-7, and combination drugs. The MK-7 segment held the largest share of the Middle East & Africa vitamin K2 market in 2022.

Based on dosage forms, the Middle East & Africa vitamin K2 market is segmented into capsules & tablets, powder, and oils. The powder segment held the largest share of the Middle East & Africa vitamin K2 market in 2022.

Based on source, the Middle East & Africa vitamin K2 market is segmented into natural and synthetic. The natural segment held a larger share of the Middle East & Africa vitamin K2 market in 2022.

Based on application, the Middle East & Africa vitamin K2 market is segmented into pharmaceuticals, nutraceuticals and food, and others. The pharmaceuticals segment held the largest share of the Middle East & Africa vitamin K2 market in 2022.

Based on country, the Middle East & Africa vitamin K2 market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. Saudi Arabia dominated the Middle East & Africa vitamin K2 market in 2022.

BASF SE, Glanbia Plc, International Flavors & Fragrances Inc, Koninklijke DSM NV, Lesaffre et Cie SA, Lonza Group AG, and Novozymes AS are some of the leading companies operating in the Middle East & Africa vitamin K2 market.

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