

# North America Tocotrienol Market Report (2021-2031) by Scope, Segmentation, Dynamics, and Competitive Analysis

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## Abstracts

The North America tocotrienol market size is expected to reach US\$ 225.09 million by 2031 from US\$ 134.38 million in 2023. The market is estimated to record a CAGR of 6.7% from 2023 to 2031.

Executive Summary and North America Tocotrienol Market Analysis:

In North America, the demand for tocotrienols is increasing due to the rising preference for consuming nutraceuticals such as functional food and beverages and dietary supplements. Rising health-conscious populations have resulted in consumers prioritizing health and nutrition and shifting toward healthy functional drinks and related dietary supplements. According to the World Economic Forum, in 2022, 50% of Americans claim to consume healthy food actively. The percentage among baby boomers is higher at 58% agreeing on healthy eating habits. Moreover, according to an IRI survey of Supplemental Nutrition Assistance Program (SNAP) shoppers, eating more healthfully is a top priority for two-thirds (63%) of the 42 million Americans in the US. Functional foods and beverages containing tocotrienols play a pivotal role. Tocotrienol helps support heart health and metabolic functioning, improve brain functioning, reduce inflammation, and lower oxidative stress. Therefore, benefits associated with tocotrienol, coupled with changing consumer preferences, fuel the demand for tocotrienols-infused supplements across North America. As a result, many major market players are focusing on product portfolio expansion and increasingly adopting strategic planning. For instance, in October 2022, BGG World announced the Non-GMO Project Verification for ApplePhenon and TheraPrimeE Tocotrienols. Therefore, the key players' increasing number of strategic initiatives bolsters the North America tocotrienols market growth.

Tocotrienols are used in various supplements, considering their potential applications in reducing the damage caused by free radicals, improving heart health, supporting cognitive health, and improving skin health and hair growth. High demand for nutraceuticals in North America is majorly driving the growth of the tocotrienols market in the region. Consumers are increasingly seeking tocotrienol-based products for their purported benefits in reducing oxidation stress and managing chronic conditions such as cardiovascular diseases. In addition, the cosmetic industry in the region is incorporating tocotrienols into their products for their antiaging and skin-conditioning properties and to meet consumer demand. Therefore, a wide scope of application of tocotrienols drives their demand across the region.

#### North America Tocotrienol Market Segmentation Analysis:

Key segments that contributed to the derivation of the tocotrienol market analysis are type and application.

Based on type, the North America tocotrienol market is segmented into alpha, beta, gamma, delta, and complex. The complex held the largest share of the market in 2023.

By application, the North America tocotrienol market is segmented into food & beverages, dietary supplements, personal care & cosmetics, and animal nutrition. The dietary supplements segment held the largest share of the market in 2023.

#### North America Tocotrienol Market Outlook

Tocotrienols are gaining popularity as they support cardiovascular health by assisting in lowering cholesterol levels and reducing arterial plaque buildup. It is appealing to the aging population and individuals at risk of heart disease, who are increasingly seeking natural solutions to maintain their heart health. Associations and organizations are engaged in research activities to explore more benefits of tocotrienols. For instance, the research conducted by Clinical Applications of Scientific Innovations, stated that vitamin E tocotrienols help promote healthy inflammatory responses, which may help support cardiovascular health and age-related diseases. As scientific studies continue to highlight these benefits, consumers' trust and interest in tocotrienols are growing, leading to a surge in demand for tocotrienol-enriched products.

Tocotrienols have demonstrated neuroprotective benefits, which are attracting attention from consumers concerned about cognitive health and age-related neurodegenerative

diseases such as Alzheimer's disease. The ability of tocotrienols to penetrate deeper into tissues and provide cellular protection makes them a valuable addition to dietary supplements aimed at enhancing brain health. This growing evidence, supported by various researchers and health advocacy, is educating consumers on the importance of including tocotrienols in their diets, thereby driving demand for tocotrienols.

Moreover, the anti-inflammatory and anticancer properties of tocotrienols are appealing to a broad range of health-conscious consumers who are looking to prevent chronic diseases and improve overall well-being. The shift toward preventive healthcare and the preference for natural and evidence-based ingredients are amplifying the demand for tocotrienol-enriched products. As consumers become more proactive about their health, they are increasingly turning to functional foods and nutraceuticals that offer various health benefits. This factor prompts manufacturers to innovate and expand their product offerings to fulfil the rising demand. Thus, the increasing awareness regarding the health benefits of tocotrienols propels the tocotrienols market growth.

### North America Tocotrienol Market Country Insights

Based on country, the North America tocotrienol market comprises the US, Canada, and Mexico. The US held the largest share in 2023.

Increasing awareness regarding the health benefits of tocotrienols and well-established end-use industries propel the tocotrienol market growth. The US is the major market for dietary supplements, with consumers adopting supplements for various health claims. Tocotrienols are primarily used in dietary supplements owing to their potential applications in reducing the damage caused by free radicals, improving heart health, supporting cognitive health, and improving skin health and hair growth. In addition, the rising research and development activities to uncover the new benefits of tocotrienols such as superior antioxidant properties compared to tocopherols, further contributed to the market growth in the US. The research conducted by Clinical Applications of Scientific Innovations stated that vitamin E tocotrienols help promote healthy inflammatory responses, which may support cardiovascular health and age-related diseases. Further, the growth in the animal feed industry, coupled with increasing awareness of about health benefits of tocotrienols, has propelled the market growth.

### North America Tocotrienol Market Company Profiles

Some of the key players operating in the market include Kuala Lumpur Kepong Bhd; American River Nutrition, LLC; Cayman Chemical; ExcelVite; Orochem Technologies

Inc; BGG WORLD; PhytoGaia; and Musim Mas Group among others. These players are adopting various strategies such as expansion, product innovation, and mergers and acquisitions to provide innovative products to their consumers and increase their market share.

North America Tocotrienol market Research Methodology :

The following methodology has been followed for the collection and analysis of data presented in this report:

**Secondary Research** The research process begins with comprehensive secondary research, utilizing both internal and external sources to gather qualitative and quantitative data for each market. Commonly referenced secondary research sources include, but are not limited to:

Company websites , annual reports, financial statements, broker analyses, and investor presentations. Industry trade journals and other relevant publications. Government documents , statistical databases, and market reports. News articles , press releases, and webcasts specific to companies operating in the market. Note: All financial data included in the Company Profiles section has been standardized to USD. For companies reporting in other currencies, figures have been converted to USD using the relevant exchange rates for the corresponding year.

**Primary Research** The Insight Partners' conducts a significant number of primary interviews each year with industry stakeholders and experts to validate its data analysis, and gain valuable insights. These research interviews are designed to:

Validate and refine findings from secondary research. Enhance the expertise and market understanding of the analysis team. Gain insights into market size, trends, growth patterns, competitive dynamics, and future prospects. Primary research is conducted via email interactions and telephone interviews, encompassing various markets, categories, segments, and sub-segments across different regions. Participants typically include:

Industry stakeholders : Vice Presidents, business development managers, market intelligence managers, and national sales managers  
External experts : Valuation specialists, research analysts, and key opinion leaders with industry-specific expertise

Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the North America tocotrienol market.

Highlights key business priorities in order to assist companies to realign their business strategies.

The key findings and recommendations highlight crucial progressive industry trends in North America tocotrienol market, thereby allowing players across the value chain to develop effective long-term strategies.

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets.

Scrutinize in-depth North America market trends and outlook coupled with the factors driving the tocotrienol market, as well as those hindering it.

Enhance the decision-making process by understanding the strategies that underpin security interest with respect to client products, segmentation, pricing, and distribution.

## Companies

American River Nutrition, LLC

BGG WORLD

Cayman Chemical

ExcelVite

Kuala Lumpur Kepong Bhd

Musim Mas Group

Orochem Technologies Inc

PhytoGaia

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