

# North America 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 North America vitamin K2 market is expected to grow from US\$ 63.89 million in 2022 to US\$ 494.38 million by 2030. It is estimated to grow at a CAGR of 29.1% from 2022 to 2030.

### Increasing Prevalence of CVD Fuels North America Vitamin K2 Market

Cardiovascular disease (CVD) continues to be a significant global health concern, with its prevalence steadily increasing in recent years. This rise is due to the aging population, sedentary lifestyles, and poor dietary choices, along with the growing prevalence of risk factors, including diabetes, hypercholesterolemia, and hypertension. According to World Health Organization, CVD is a leading cause of death with ~17.9 million deaths every year globally.

Researchers are exploring various preventive and therapeutic approaches to combat CVD. One area of interest is the potential role of vitamin K2 in cardiovascular health. Vitamin K2, or menaquinone, is a form of vitamin K linked to potential cardiovascular benefits. A critical mechanism by which vitamin K2 impacts cardiovascular health is its role in regulating calcium metabolism. Arterial calcification, the process of calcium deposits accumulating in the arterial walls, contributes to the development of atherosclerosis, a major underlying cause of CVD. Vitamin K2 has been found to play a significant role in inhibiting arterial calcification by activating proteins that help regulate calcium deposition, thus reducing the risk of atherosclerosis and related cardiovascular disorders.

Several observational studies have examined the potential association between vitamin K2 intake and CVD outcomes. While these studies are unable to establish a definitive cause-and-effect relationship, they have provided interesting insights. A study by the Journal of Nutrition found that higher vitamin K2 intake was linked to a lower risk of coronary heart disease mortality. Further, vitamin K2 should be considered a potential adjunctive therapy or preventive measure alongside lifestyle changes. These modifications include adopting a balanced diet rich in fruits, whole grains, vegetables, and lean proteins; maintaining a healthy weight; engaging in regular physical activity; managing blood pressure and cholesterol levels; and stopping smoking habits. Thus, the increasing prevalence of CVD is driving the North America vitamin K2 market.

#### North America Vitamin K2 Market Overview

The North America Vitamin K2 market is segmented into the US, Canada, and Mexico. 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. The market growth in North America is also attributed to the rising adoption of nutraceutical supplements for vitamin K2. The US accounts for the largest share of the vitamin K2 market in North America. The increasing prevalence of cardiovascular diseases and orthopedic disorders, such as osteoporosis and arthritis, has increased the demand for vitamin K2, as it helps in the better absorption of calcium and other nutrients, strengthening cardiac and bone health. According to the Centers for Disease Control and Prevention (CDC), in 2021, ~695,000 people died from heart disease in the US, coronary heart disease being the most common type of heart disease that resulted in the death of 375,476 people in the country. Moreover, various strategic developments such as product launches, acquisitions, and mergers have been taking place in the country, which are contributing to the market growth. In October 2022, Kappa Bioscience launched its first organic grade vitamin K2-MK7 in the US market under the brand name K2Vital. It is the first US Department of Agriculture (USDA) organic-certified all-trans, all-bioactive vitamin K2-MK7 for oil-based health applications in the US market. Therefore, the rising prevalence of cardiovascular diseases and orthopedic disorders, along with an increase in strategic collaboration, is expected to drive the vitamin K2 market growth in the US.

#### North America Vitamin K2 Market Revenue and Forecast to 2030 (US\$ Million)

#### North America Vitamin K2 Market Segmentation

The North America vitamin K2 market is segmented into product, dosage forms, source, application, and country.

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

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

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

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

Based on country, the North America vitamin K2 market is segmented into the US, Canada, and Mexico. The US dominated the North America vitamin K2 market in 2022. Anderson Global Group LLC, Balchem Corp, 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 North America vitamin K2 market.

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