

Vitamin K2 Market Size and Forecasts (2020 - 2030), Global and Regional Share, Trends, and Growth Opportunity Analysis Report Coverage: By Product (MK-4, MK-7, and Combination Drugs), Dosage Forms (Capsules & Tablets, Powder, and Oils), Source (Natural and Synthetic), Application (Pharmaceuticals, Nutraceuticals and Food, and Others), and Geography (North America, Europe, Asia Pacific, Middle East & Africa, and South & Central America)

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Abstracts

The vitamin K2 market size is projected to reach US\$ 1.160 billions by 2030 from US\$ 0.144 billions in 2022; the market is estimated to record a CAGR of 29.7% from 2022 to 2030.

The vitamin K2 market growth is attributed to increasing prevalence of CVD and growing cases of osteoporosis in adults and newborns. However, limited awareness regarding benefits of vitamin K2 is hindering the market growth.

Increasing Prevalence of CVD Propels Vitamin K2 Market Growth

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 the World Health Organization, CVD is a leading cause of death, registering ~17.9 million deaths every year globally. Additionally, as per the European

Environment Agency, every year, more than 6 million CVD are diagnosed, and over 1.7 million people die from CVD, representing 37% of all deaths in the European Union in 2022, making it a leading cause of death.

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 vitamin K2 market.

Vitamin K2 Market: Segmental Overview

The vitamin K2 market is segmented on the basis of product, dosage forms, source, application, and geography.

The vitamin K2 market, by product, is segmented into MK-4, MK-7, and combination drugs. In 2022, the MK-7 segment held the largest market share, and it is estimated to register the fastest CAGR during 2022–2030. Menaquinone-7 (MK-7) is an advanced, fat-soluble form of vitamin K2 that serves multiple bodily functions. Only vitamin K2 in the form of MK-7 has been proven to provide 24-hour protection to bones and teeth from a single daily dose. MK-7 has a much longer half-life in the body and stays in the blood the longest than other forms of vitamin K2, owing to its presence not only in liver tissues but also in bones, arteries, and soft tissues. Therefore, MK-7 supplementation

must only be taken once daily. According to MenaQ7, 45 mcg of MK-7 per day can increase carboxylation and activate vitamin K-dependent proteins, such as osteocalcin for bone health and Matrix GLA Protein (MGP) for heart health.

Based on dosage forms, the vitamin K2 market is segmented into capsules & tablets, powder, and oils. In 2022, the powder segment held the largest market share, and it is estimated to register the fastest CAGR during 2022–2030. Vitamin powder disintegrates quickly in water and other liquids. When taken with water, vitamin K2 products get absorbed faster in powder form and are more effective than in capsule or tablet form. High calcium level is controlled with vitamin K2 powder. Vitamin K2 helps reduce calcium absorption and lower the risk of developing kidney stones or osteoporosis. Blood-thinning drugs (anticoagulants), such as warfarin, can cause bleeding, which vitamin K2 stops and slows down. Thus, owing to such factors, the powder segment is expected to grow considerably during the forecast period.

Based on source, the vitamin K2 market is bifurcated into natural and synthetic. In 2022, the natural segment held a larger market share and is estimated to register a faster CAGR during 2022–2030. Natural vitamin K2 found in dark leafy greens is essential for metabolism and blood clotting. Vitamin K2, or menaquinone, is present in small amounts in offal and fermented foods. Gut bacteria also produce vitamin K2. Fermented foods are good vitamin K2 sources. Offal and high-fat dairy products contain significant amounts of vitamin K2 because of their fat-soluble properties. Bacteria residing in the human gut also produce small amounts of K2.

Based on application, the vitamin K2 market is segmented into pharmaceuticals, nutraceuticals and food, and others. In 2022, the pharmaceuticals segment held the largest market share, and the nutraceuticals and food segment is estimated to register the fastest CAGR during 2022–2030. The nutraceuticals and food segment is expected to grow rapidly due to high customer demand for nutritional and dietary supplements to address various nutritional deficiencies. Vitamin K2 is added as a dietary supplement in food to increase its nutritional value. Depending on the end-use direction, vitamin K2 can be consumed in food, health and dietary supplements, and functional foods. It is also found in a traditional Japanese dish called 'natto.' Natto is composed of fermented soybeans using different types of bacteria, including propionic acid bacteria and lactic acid bacteria.

Vitamin K2 Market: Geographical Overview

Based on geography, the vitamin K2 market is segmented into five key regions: North

America, Europe, Asia Pacific, South & Central America, and the Middle East & Africa. In 2022, North America accounted for the largest share of the vK2 market. Asia Pacific is expected to register the highest CAGR in the global vK2 market during 2022–2030.

The Asia Pacific vitamin K2 market is segmented into China, Japan, India, South Korea, Australia, and the Rest of Asia Pacific. The growth of the vitamin K2 market in this region is widely driven by collaborations between companies, rising prevalence of cardiovascular disease (CVD), and an increasing aging population. A research article, “Cardiovascular Disease Mortality and Potential Risk Factor in China,” published in April 2022, mentioned that cardiovascular disease (CVD) is one of the serious healthcare burdens in China. In China, 290 million people suffer from coronary heart disease (11 million), cardiac disorders (13 million), heart failure (4.5), pulmonary heart disease (5 million), rheumatic heart disease (2.5 million), congenital heart disease (2 million), and hypertension (245 million). The article also states that China accounts for 40% of the total mortality related to CVD globally. Vitamin K2 plays a vital role in cardiovascular health by regulating calcium homeostasis. Vitamin K2 supplements strongly correlate with enhanced cardiovascular outcomes by modifying arterial stiffness and systemic calcification. Supported by its affordability and Food and Drug Administration (FDA)-proven safety, vitamin K2 supplements are a viable and favorable option to enhance cardiovascular outcomes. Thus, the growing burden and prevalence of CVD among the population in China is expected to increase the demand for vitamin K2 supplements, thereby boosting the market growth.

Several market players are adopting organic strategies to stay competitive in the market. For instance, In June 2022, Balchem Corporation announced the complete acquisition of Kappa Bioscience AS. The acquisition has helped Balchem expand its product portfolio by adding Kappa Bioscience AS's specialty vitamin K2.

In October 2022, PLT Health Solutions, Inc. announced that non-GMO Project company offered it non-GMO verification for its menatto. In March 2022, the company introduced menatto in the US, which is manufactured by edible oils producer J-Oil Mills, Tokyo, Japan.

In May 2023, DSM merged into Firmenich to create a robust platform for reinventing, manufacturing, and combining vital nutrients, flavors, and fragrances. The announcement was made to create a new brand called dsm-firmenich, under which the companies will have a competitive edge and growth opportunities for nutrition, health, and beauty segments.

In April 2023, DSM announced negotiations with Adare Pharma Solutions to acquire its Adare Biome for US\$ 301.2 million (?275 million). The acquisition will enable DSM to expand its human health and animal nutrition offerings.

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14. APPENDIX

- 14.1 About Us
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