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Mineral Supplements Market (By Application: Food & Beverages, Pharmaceuticals, and Other Applications; By End-User: Adult Women, Adult Men, Senior Citizen, and Other End-Users; By Geography: North America, Europe, Asia-Pacific, and RoW) Global Scenario Market Size, Outlook, Trend and Forecast, 2015 – 2024

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Abstracts

As per the latest report published by Variant Market Research, Global Mineral Supplements Market is estimated to reach $22.3 billion by 2024; growing at a CAGR of 8.9% from 2016 to 2024. Mineral supplement is a nutritional supplement containing a combination of mineral & vitamins. It is also known as multivitamins. It comprises micronutrients which are meant to support a human body to function smoothly, and improve mental health. Botanical and herbal dietary supplements are majorly used for medicinal purposes. Where, botanical dietary supplements typically support a particular area of body, such as liver, skin and bones. Additionally, manufacturers are also embracing certain new herbal ingredients together with multivitamins for exclusive purposes to augment performance, energy and promote immunity.

Some of the factors to drive the growth of global mineral supplements market are increasing consumer awareness, increasing elderly population, and rising self-directed consumers. Besides, improvements in dietary supplement products, and growing number of maternal mortality rate in emerging economies is also expected to fuel the market growth. However, lack of proper regulatory bodies, and lack of dosage awareness may restrict the growth of the market. Moreover, untapped markets, growth in e-commerce, and entry for private labels is expected to offer several growth opportunities for the market in the forecast timeframe.

Application, end user, and geography are the major segments defined in the global mineral supplements market. Where, application segment comprises food & beverages, pharmaceuticals, and other applications. And end-user segment includes adult women, adult men, senior citizen, and other end-users.

By geography, the market is segmented into North America, Europe, Asia-Pacific and Rest of the World (RoW). The U.S., Canada, and Mexico are covered under North America wherein Europe covers UK, Germany, France, Italy, and Rest of Europe. Asia-Pacific covers China, India, Japan, and Rest of Asia-Pacific. Rest of the world (RoW) covers South America, Middle East and Africa.

Prominent players operating in the global mineral supplements market include Bio-Botanica Inc., Omega Protein Corporation, Koninklijke DSM N.V., Pharmavite LLC, BioPharma, Inc., Herbalife, Ltd., Nu Skin Enterprises, Atrium Innovations Inc., Glanbia Plc., and BASF SE, among others.

The key takeaways from the report

The report will provide detailed analysis of Global Mineral Supplements Market with respect to major segments such as application, and end user

The report will include the qualitative and quantitative analysis with market estimation over 2015 – 2024 and compound annual growth rate (CAGR) between 2016 and 2024

Comprehensive analysis of market dynamics including factors and opportunities is included in the report

An exhaustive regional analysis of Global Mineral Supplements Market will be provided in the report

Profile of the key players in the Global Mineral Supplements Market will be provided, which include key financials, product & services, new developments and business strategies

Scope of the Global Mineral Supplements Market

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Application Segments

- Food & Beverages
- Pharmaceuticals
- Other Applications
- End-User Segments
  - Adult Women
  - Adult Men
  - Senior Citizen
  - Other End-Users
- Geographical Segments
  - North America
    - U.S.
    - Canada
    - Mexico
  - Europe
    - UK
    - Germany
    - France
    - Italy
    - Rest of Europe
  - Asia-Pacific

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China

India

Japan

Rest of Asia-Pacific

(RoW)

South America

Middle East

Africa

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