

# **Nutrition Fortified Foods Market Size, Share, and Outlook, 2025 Report- By Type (Breakfast cereals, Milk, Yogurt, Fruit juice, Others), Application (Food and Beverages, Dairy, Others), Distribution Channel (Online, Offline), and Companies, 2021-2032**

<https://marketpublishers.com/r/NF8EB45B7CDCEN.html>

Date: June 2025

Pages: 185

Price: US\$ 3,680.00 (Single User License)

ID: NF8EB45B7CDCEN

## **Abstracts**

### **Nutrition Fortified Foods Market Outlook**

The global Nutrition Fortified Foods market is expected to register a growth rate of 6.6% during the forecast period from \$174.5 Billion in 2024 to \$291 Billion in 2032. The Nutrition Fortified Foods market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Nutrition Fortified Foods segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Breakfast cereals, Milk, Yogurt, Fruit juice, Others), Application (Food and Beverages, Dairy, Others), Distribution Channel (Online, Offline). Over 70 tables and charts showcase findings from our latest survey report on Nutrition Fortified Foods markets.

### **Nutrition Fortified Foods Market Insights, 2025**

The Nutrition Fortified Foods Market in 2025 is expanding as consumers increasingly seek convenient, nutrient-enriched options that support health, wellness, and disease prevention across all age groups. Fortification with vitamins, minerals, probiotics, and bioactive compounds addresses nutritional gaps and enhances functional benefits in staple foods, snacks, beverages, and meal replacements. Technological innovations in

nutrient encapsulation and bioavailability improve efficacy and sensory attributes. The market is driven by government initiatives targeting micronutrient deficiencies, aging populations, and rising lifestyle-related health conditions globally. Collaboration between food manufacturers, health organizations, and regulatory bodies promotes formulation standardization and consumer trust, underpinning sustained growth.

## Five Trends that will define global Nutrition Fortified Foods market in 2025 and Beyond

A closer look at the multi-million global market for Nutrition Fortified Foods identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Nutrition Fortified Foods companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Nutrition Fortified Foods industry?

The Nutrition Fortified Foods sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

## Nutrition Fortified Foods Market Segment Insights

The Nutrition Fortified Foods industry presents strong offers across categories. The analytical report offers forecasts of Nutrition Fortified Foods industry performance across segments and countries. Key segments in the industry include By Type (Breakfast cereals, Milk, Yogurt, Fruit juice, Others), Application (Food and Beverages, Dairy, Others), Distribution Channel (Online, Offline). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions.

In addition, Nutrition Fortified Foods market size outlook is provided for 22 countries across these regions.

### Market Value Chain

The chapter identifies potential companies and their operations across the global Nutrition Fortified Foods industry ecosystem. It assists decision-makers in evaluating global Nutrition Fortified Foods market fundamentals, market dynamics, and disruptive trends across the value chain segments.

### Scenario Analysis and Forecasts

Strategic decision-making in the Nutrition Fortified Foods industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios low growth, reference case, and high growth cases.

### Asia Pacific Nutrition Fortified Foods Market Analysis A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

### The State of Europe Nutrition Fortified Foods Industry 2025 Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Nutrition Fortified Foods with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Nutrition Fortified Foods market

drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Nutrition Fortified Foods market Insights Executives are most excited about opportunities for the US Nutrition Fortified Foods industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Nutrition Fortified Foods companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Nutrition Fortified Foods market.

Latin American Nutrition Fortified Foods market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Nutrition Fortified Foods Markets New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Nutrition Fortified Foods markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Nutrition Fortified Foods markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

## Competitive Landscape How Nutrition Fortified Foods companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Glanbia PLC, Archer Daniels Midland Company, Corbion N.V., Cargill Incorporated, Nutreco Holding N.V., Unilever PLC, Jubilant Ingrevia Limited, Nestlé S.A., PepsiCo, Inc., NuShakti Holdings, Inc.

### Nutrition Fortified Foods Market Scope

#### Leading Segments

##### By Type

Breakfast cereals

Milk

Yogurt

Fruit juice

Others

##### By Application

Food and Beverages

Dairy

Others

##### By Distribution Channel

Online

Offline

Leading Companies

Glanbia PLC

Archer Daniels Midland Company

Corbion N.V.

Cargill Incorporated

Nutreco Holding N.V.

Unilever PLC

Jubilant Ingrevia Limited

Nestlé S.A.

PepsiCo, Inc.

NuShakti Holdings, Inc.

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and AfricaSaudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22

countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

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Cargill Incorporated

Nutreco Holding N.V.

Unilever PLC

Jubilant Ingrevia Limited

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