

# Vitamin D Market Size, Trends, Analysis, and Outlook By Application (Feed & Pet food, Pharmaceuticals, Functional food & beverage, Personal Care), By Analog (Vitamin D3, Vitamin D2), By Form (Dry, Liquid), By End-User (Adults, Pregnant women, Children), by Region, Country, Segment, and Companies, 2024-2030

<https://marketpublishers.com/r/VD4DA18EDDA0EN.html>

Date: March 2024

Pages: 190

Price: US\$ 3,980.00 (Single User License)

ID: VD4DA18EDDA0EN

## Abstracts

The global Vitamin D market size is poised to register 8.14% growth (CAGR) from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Vitamin D market By Application (Feed & Pet food, Pharmaceuticals, Functional food & beverage, Personal Care), By Analog (Vitamin D3, Vitamin D2), By Form (Dry, Liquid), By End-User (Adults, Pregnant women, Children).

The future of Vitamin D is shaped by several key trends driving innovation in nutrition, healthcare, and preventive medicine. With increasing awareness of Vitamin D's crucial role in bone health, immune function, and overall well-being, there is a growing demand for supplementation and fortified foods that ensure optimal Vitamin D levels, particularly in regions with limited sunlight exposure or high prevalence of deficiency. Technological advancements in Vitamin D analysis and testing methods, including liquid chromatography-mass spectrometry (LC-MS) and point-of-care immunoassays, are enhancing the accuracy and accessibility of Vitamin D status assessment, enabling healthcare providers to identify at-risk individuals and tailor supplementation regimens accordingly. Moreover, the integration of personalized nutrition approaches and genetic testing is enabling targeted supplementation strategies based on individual genetic variations, lifestyle factors, and health conditions, optimizing Vitamin D bioavailability

and therapeutic efficacy. Additionally, there is a growing emphasis on public health initiatives and education campaigns promoting safe sun exposure, dietary diversity, and supplementation guidelines to address widespread Vitamin D insufficiency and reduce the risk of associated health complications such as osteoporosis, autoimmune diseases, and infectious diseases..

### Vitamin D Market Drivers, Trends, Opportunities, and Growth Opportunities

This comprehensive study discusses the latest trends and the most pressing challenges for industry players and investors. The Vitamin D market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Vitamin D survey report provides the market size outlook across types, applications, and other segments across the world and regions. It provides data-driven insights and actionable recommendations for companies in the Vitamin D industry.

### Key market trends defining the global Vitamin D demand in 2024 and Beyond

The industry continues to remain an attractive hub for opportunities for both domestic and global vendors. As the market evolves, factors such as emerging market dynamics, demand from end-user sectors, a growing patient base, changes in consumption patterns, and widening distribution channels continue to play a major role.

### Vitamin D Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Vitamin D industry comprises a wide range of segments and sub-segments. The rising demand for these product types and applications is supporting companies to increase their investment levels across niche segments. Accordingly, leading companies plan to generate a large share of their future revenue growth from expansion into these niche segments. The report presents the market size outlook across segments to support Vitamin D companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

### Key strategies adopted by companies within the Vitamin D industry

Leading Vitamin D companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions in key regions. Further, companies are leveraging advanced technologies to unlock opportunities and achieve operational excellence. The report provides key strategies opted for by the top 10 Vitamin D companies.

## Vitamin D Market Study- Strategic Analysis Review

The Vitamin D market research report dives deep into the qualitative factors shaping the market, empowering you to make informed decisions-

**Industry Dynamics:** Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.

**Strategic Insights:** Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.

**Internal Strengths and Weaknesses:** Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.

**Future Possibilities:** Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

## Vitamin D Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Vitamin D industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. Further, with actual data for 2023, the report forecasts the market size outlook from 2024 to 2030 in three case scenarios- low case, reference case, and high case scenarios.

## Vitamin D Country Analysis and Revenue Outlook to 2030

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2030. In addition, region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America is included in the study. For each of the six regions, the market size outlook by segments is forecast for 2030.

**North America Vitamin D Market Size Outlook-** Companies plan for focused investments in a changing environment

The US continues to remain the market leader in North America, driven by a large

consumer base, the presence of well-established providers, and a strong end-user industry demand. Leading companies focus on new product launches in the changing environment. The US economy is expected to grow in 2024 (around 2.2% growth in 2024), potentially driving demand for various Vitamin D market segments. Similarly, Strong end-user demand is encouraging Canadian Vitamin D companies to invest in niche segments. Further, as Mexico continues to strengthen its trade relations and invest in technological advancements, the Mexico Vitamin D market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

**Europe Vitamin D Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities**

The German industry remains the major market for companies in the European Vitamin D industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of businesses in identifying and leveraging new growth prospects positions the European Vitamin D market for an upward trajectory, fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and a keen understanding of consumer preferences.

**Asia Pacific Vitamin D Market Size Outlook- an attractive hub for opportunities for both local and global companies**

The increasing prevalence of indications, robust healthcare expenditure, and increasing investments in healthcare infrastructure drive the demand for Vitamin D in Asia Pacific. In particular, China, India, and South East Asian Vitamin D markets present a compelling outlook for 2030, acting as a magnet for both domestic and multinational manufacturers seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major markets in the region.

**Latin America Vitamin D Market Size Outlook- Continued urbanization and rising income levels**

Rising income levels contribute to greater purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Vitamin D Market Size Outlook- continues its upward trajectory across segments

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Vitamin D market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Vitamin D.

Vitamin D Market Company Profiles

The global Vitamin D market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. Leading companies included in the study are Adisseo, BASF SE, Bio-Tech Pharmacal, Dishman Group, Divi's Nutraceuticals, DSM, Farbest-Tallman Foods Corp, Fermenta Biotech Ltd, HangZhou Think Chemical Co. Ltd, Kingdomway Nutrition Inc, Lycored, McKinley Resources Inc, NewGen Pharma, Pharmavit, PHW Group Lohmann & Co., PWH Group, Rabar Animal Nutrition, Sichuan Neijiang Huixin Pharmaceutical Co Ltd, Stabicoat Vitamins, SternVitamin GmbH & Co. KG, Synthesia, A.S. , Tai Zhou Hisou Nd Pharmaceutical Co. Ltd, Xiamen Jindawei Vitamin Co. Ltd, Zhejiang Medicine Co. Ltd, Zhejiang Xinhecheng Co. Ltd.

Recent Vitamin D Market Developments

The global Vitamin D market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

Vitamin D Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2030 (Forecast)

*Vitamin D Market Size, Trends, Analysis, and Outlook By Application (Feed & Pet food, Pharmaceuticals, Functio...*

Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

Market Segmentation:

By Type

Stationary 3D and 4D Ultrasound Devices

Portable 3D and 4D Ultrasound Devices

By Display

Color Ultrasound

B/W Ultrasound

By Portability

Trolley or Cart-Based Ultrasound Systems

Compact/Handheld Ultrasound Systems

Point-of-Pare (PoC) Ultrasound Systems

By Application

Radiology or General Imaging

Obstetrics or Gynecology

Cardiology

Urology

Vascular

Orthopedic and Musculoskeletal

Pain Management

Others

By End-User

Hospitals

Surgical Centers and Diagnostic Centers

Maternity Centers

Ambulatory Care Centers

Research and Academia

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

## Companies

Adisseo

BASF SE

Bio-Tech Pharmacal

Dishman Group

Divi's Nutraceuticals

DSM

Farbest-Tallman Foods Corp

Fermenta Biotech Ltd

HangZhou Think Chemical Co. Ltd

Kingdomway Nutrition Inc

Lycored

McKinley Resources Inc

NewGen Pharma



Pharmavit

PHW Group Lohmann & Co.

PWH Group

Rabar Animal Nutrition

Sichuan Neijiang Huixin Pharmaceutical Co Ltd

Stabicoat Vitamins

SternVitamin GmbH & Co. KG

Synthesia, A.S.

Tai Zhou Hisou Nd Pharmaceutical Co. Ltd

Xiamen Jindawei Vitamin Co. Ltd

Zhejiang Medicine Co. Ltd

Zhejiang Xinhecheng Co. Ltd

Formats Available: Excel, PDF, and PPT

## Contents

### 1. EXECUTIVE SUMMARY

- 1.1 Vitamin D Market Overview and Key Findings, 2024
- 1.2 Vitamin D Market Size and Growth Outlook, 2021- 2030
- 1.3 Vitamin D Market Growth Opportunities to 2030
- 1.4 Key Vitamin D Market Trends and Challenges
  - 1.4.1 Vitamin D Market Drivers and Trends
  - 1.4.2 Vitamin D Market Challenges
- 1.5 Competitive Landscape and Key Players
- 1.6 Competitive Analysis- Growth Strategies Adopted by Leading Vitamin D Companies

### 2. VITAMIN D MARKET SIZE OUTLOOK TO 2030

- 2.1 Vitamin D Market Size Outlook, USD Million, 2021- 2030
- 2.2 Vitamin D Incremental Market Growth Outlook, %, 2021- 2030
- 2.3 Segment Snapshot, 2024

### 3. VITAMIN D MARKET- STRATEGIC ANALYSIS REVIEW

- 3.1 Porter's Five Forces Analysis
  - \* Threat of New Entrants
  - \* Threat of Substitutes
  - \* Intensity of Competitive Rivalry
  - \* Bargaining Power of Buyers
  - \* Bargaining Power of Suppliers
- 3.2 Value Chain Analysis
- 3.3 SWOT Analysis

### 4. VITAMIN D MARKET SEGMENTATION ANALYSIS AND OUTLOOK

- 4.1 Market Segmentation and Scope
- 4.2 Market Breakdown by Type, Application, and Other Segments, 2021-2030
  - By Type
    - Stationary 3D and 4D Ultrasound Devices
    - Portable 3D and 4D Ultrasound Devices
  - By Display
    - Color Ultrasound

B/W Ultrasound

By Portability

Trolley or Cart-Based Ultrasound Systems

Compact/Handheld Ultrasound Systems

Point-of-Pare (PoC) Ultrasound Systems

By Application

Radiology or General Imaging

Obstetrics or Gynecology

Cardiology

Urology

Vascular

Orthopedic and Musculoskeletal

Pain Management

Others

By End-User

Hospitals

Surgical Centers and Diagnostic Centers

Maternity Centers

Ambulatory Care Centers

Research and Academia

Others

4.3 Growth Prospects and Niche Opportunities, 2023- 2030

4.4 Regional comparison of Market Growth, CAGR, 2023-2030

## **5. REGION-WISE MARKET OUTLOOK TO 2030**

5.1 Key Findings for Asia Pacific Vitamin D Market, 2025

5.2 Asia Pacific Vitamin D Market Size Outlook by Type, 2021- 2030

5.3 Asia Pacific Vitamin D Market Size Outlook by Application, 2021- 2030

5.4 Key Findings for Europe Vitamin D Market, 2025

5.5 Europe Vitamin D Market Size Outlook by Type, 2021- 2030

5.6 Europe Vitamin D Market Size Outlook by Application, 2021- 2030

5.7 Key Findings for North America Vitamin D Market, 2025

5.8 North America Vitamin D Market Size Outlook by Type, 2021- 2030

5.9 North America Vitamin D Market Size Outlook by Application, 2021- 2030

5.10 Key Findings for South America Vitamin D Market, 2025

5.11 South America Pacific Vitamin D Market Size Outlook by Type, 2021- 2030

5.12 South America Vitamin D Market Size Outlook by Application, 2021- 2030

5.13 Key Findings for Middle East and Africa Vitamin D Market, 2025

- 5.14 Middle East Africa Vitamin D Market Size Outlook by Type, 2021- 2030
- 5.15 Middle East Africa Vitamin D Market Size Outlook by Application, 2021- 2030

## **6. COUNTRY-WISE MARKET SIZE OUTLOOK TO 2030**

- 6.1 US Vitamin D Market Size Outlook and Revenue Growth Forecasts
- 6.2 US Vitamin D Industry Drivers and Opportunities
- 6.3 Canada Market Size Outlook and Revenue Growth Forecasts
- 6.4 Canada Vitamin D Industry Drivers and Opportunities
- 6.6 Mexico Market Size Outlook and Revenue Growth Forecasts
- 6.6 Mexico Vitamin D Industry Drivers and Opportunities
- 6.7 Germany Market Size Outlook and Revenue Growth Forecasts
- 6.8 Germany Vitamin D Industry Drivers and Opportunities
- 6.9 France Market Size Outlook and Revenue Growth Forecasts
- 6.10 France Vitamin D Industry Drivers and Opportunities
- 6.11 UK Market Size Outlook and Revenue Growth Forecasts
- 6.12 UK Vitamin D Industry Drivers and Opportunities
- 6.13 Spain Market Size Outlook and Revenue Growth Forecasts
- 6.14 Spain Vitamin D Industry Drivers and Opportunities
- 6.16 Italy Market Size Outlook and Revenue Growth Forecasts
- 6.16 Italy Vitamin D Industry Drivers and Opportunities
- 6.17 Rest of Europe Market Size Outlook and Revenue Growth Forecasts
- 6.18 Rest of Europe Vitamin D Industry Drivers and Opportunities
- 6.19 China Market Size Outlook and Revenue Growth Forecasts
- 6.20 China Vitamin D Industry Drivers and Opportunities
- 6.21 India Market Size Outlook and Revenue Growth Forecasts
- 6.22 India Vitamin D Industry Drivers and Opportunities
- 6.23 Japan Market Size Outlook and Revenue Growth Forecasts
- 6.24 Japan Vitamin D Industry Drivers and Opportunities
- 6.26 South Korea Market Size Outlook and Revenue Growth Forecasts
- 6.26 South Korea Vitamin D Industry Drivers and Opportunities
- 6.27 Australia Market Size Outlook and Revenue Growth Forecasts
- 6.28 Australia Vitamin D Industry Drivers and Opportunities
- 6.29 South East Asia Market Size Outlook and Revenue Growth Forecasts
- 6.30 South East Asia Vitamin D Industry Drivers and Opportunities
- 6.31 Rest of Asia Pacific Market Size Outlook and Revenue Growth Forecasts
- 6.32 Rest of Asia Pacific Vitamin D Industry Drivers and Opportunities
- 6.33 Brazil Market Size Outlook and Revenue Growth Forecasts
- 6.34 Brazil Vitamin D Industry Drivers and Opportunities

- 6.36 Argentina Market Size Outlook and Revenue Growth Forecasts
- 6.36 Argentina Vitamin D Industry Drivers and Opportunities
- 6.37 Rest of South America Market Size Outlook and Revenue Growth Forecasts
- 6.38 Rest of South America Vitamin D Industry Drivers and Opportunities
- 6.39 Middle East Market Size Outlook and Revenue Growth Forecasts
- 6.40 Middle East Vitamin D Industry Drivers and Opportunities
- 6.41 Africa Market Size Outlook and Revenue Growth Forecasts
- 6.42 Africa Vitamin D Industry Drivers and Opportunities

## **7. VITAMIN D MARKET OUTLOOK ACROSS SCENARIOS**

- 7.1 Low Growth Case
- 7.2 Reference Growth Case
- 7.3 High Growth Case

## **8. VITAMIN D COMPANY PROFILES**

- 8.1 Profiles of Leading Vitamin D Companies in the Market
- 8.2 Business Descriptions, SWOT Analysis, and Growth Strategies
- 8.3 Financial Performance and Key Metrics

Adisseo

BASF SE

Bio-Tech Pharmacal

Dishman Group

Divi's Nutraceuticals

DSM

Farbest-Tallman Foods Corp

Fermenta Biotech Ltd

HangZhou Think Chemical Co. Ltd

Kingdomway Nutrition Inc

Lycored

McKinley Resources Inc

NewGen Pharma

Pharmavit

PHW Group Lohmann & Co.

PWH Group

Rabar Animal Nutrition

Sichuan Neijiang Huixin Pharmaceutical Co Ltd

Stabicoat Vitamins

SternVitamin GmbH & Co. KG  
Synthesia, A.S.  
Tai Zhou Hisou Nd Pharmaceutical Co. Ltd  
Xiamen Jindawei Vitamin Co. Ltd  
Zhejiang Medicine Co. Ltd  
Zhejiang Xinhecheng Co. Ltd

## **9. APPENDIX**

- 9.1 Scope of the Report
- 9.2 Research Methodology and Data Sources
- 9.3 Glossary of Terms
- 9.4 Market Definitions
- 9.5 Contact Information

## I would like to order

Product name: Vitamin D Market Size, Trends, Analysis, and Outlook By Application (Feed & Pet food, Pharmaceuticals, Functional food & beverage, Personal Care), By Analog (Vitamin D3, Vitamin D2), By Form (Dry, Liquid), By End-User (Adults, Pregnant women, Children), by Region, Country, Segment, and Companies, 2024-2030

Product link: <https://marketpublishers.com/r/VD4DA18EDDA0EN.html>

Price: US\$ 3,980.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/VD4DA18EDDA0EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below  
and fax the completed form to +44 20 7900 3970