Vitamin D Market by Analog, Application, End-User & by Region - Global Trends & Forecast to 2020

Description: Vitamin D is a fat-soluble vitamin which is naturally present in foods such as mushroom, cod liver oil, egg yolk, and salmon. It is required for normal growth and development of bones and teeth, protects against muscle weakness, and regulates the functioning of the heart. Vitamin D helps prevent hypocalcemia and osteoporosis, osteomalacia, rickets, enhance immunity, and is needed for proper thyroid function and blood clotting.

The increasing incidences of diseases caused by vitamin D deficiencies and increasing recommendation by doctors are some of the driving factors of the vitamin D market. However, regulatory standards in some regions to prevent vitamin D toxicity are restraining the growth of the market. Continuous development in emerging markets such as Brazil, Italy, India, and China is paving new opportunities for this market.

This market is segmented on the basis of application into functional food & beverages, pharmaceuticals, feed, pet food, and personal care. The market is segmented on the basis of analogs such as vitamin D2 and vitamin D3. On the basis of end user, the vitamin D market is segmented into children, adults, and pregnant women. The market is also segmented on the basis of regions into North America, Europe, Asia-Pacific, Latin America, and Rest of the World (RoW); and has been further segmented on the basis of their key countries.

Both "bottom-up" and “top-down” approaches were used to arrive at the market sizes and obtain the market forecast. Extensive secondary research was conducted to understand the market insights and trends, which was further validated through primary interviews.

This market is projected to reach about $2.5 Billion by 2020 at a CAGR of 11%. It is projected to grow as a result of new products being launched in different applications and companies expanding their footprint in new geographic regions. The North American region dominated the vitamin D market in 2014.

The report provides both, qualitative and quantitative analyses of the market for vitamin D. It includes the market dynamics, trends, competitive strategies preferred by key market players, the driving factors that boost the growth of this market, and restraints of the market. The report also studies the opportunities in the market for new entrants.

To maintain a competitive edge in this market, the key players invest heavily in the launch and development of new products and in expansions. Leading players such as Nestlé S.A. (Switzerland), BASF (Germany), Pfizer, Inc. (U.S.), Koninklijke DSM N.V. (The Netherlands), and ADM Alliance Nutrition, Inc. (U.S.) have been profiled in the report. The report also provides a complete analysis of the prominent companies and a chronology of developments with respect to new products launched and their applications.

Scope of the Report

The research study categorizes the market on the basis of analog, application, end-user, and region.

On the basis of analog, the market was sub-segmented as follows:
- Vitamin D2
- Vitamin D3

On the basis of application, the market was sub-segmented as follows:
- Functional food & beverages
- Pharmaceuticals
- Animal feed & pet food
- Personal care

On the basis of end user, the market was sub-segmented as follows:
- Children
- Adults
- Pregnant Women

On the basis of region, the market was sub-segmented as follows:

- North America
- Europe
- Asia-Pacific
- Latin America
- RoW

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