

**India Vitamin D Supplements Market Assessment, By Analog [Vitamin D2, Vitamin D3], By Source [Plant-sourced, Animal-sourced], By Sales Method [Prescription, OTC], By Dosage Form [Tablets, Capsules, Powder, Injectables, Others], By Therapeutic Applications [Bone Health, Vitamin D Deficiency, Calcium Supplement, Hypoparathyroidism, Others] By End-user [Age Group, Gender], By Region, Opportunities and Forecast, FY2018-FY2032F**

Market Report | 2024-08-23 | 125 pages | Market Xcel - Markets and Data

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**Report description:**

India Vitamin D supplements market is projected to witness a CAGR of 8.10% during the forecast period FY2025-FY2032, growing from USD 101.04 million in FY2025 to USD 188.41 million in FY2032. The growth of the market is supported by the rising prevalence of vitamin D deficiency, increasing awareness about supplements and their role in maintaining health, novel launches by key market players, and increasing government initiatives to enhance public awareness.

Additionally, the growth of the market is supported by the increasing accessibility to health supplements in India. In September 2022, Apollo Pharmacy, which is a part of the Apollo Hospitals Group, announced the opening of their 5000th outlet in India. Such expansions are expected to augment the accessibility to different health supplements including vitamin D and provide lucrative growth opportunities to the market.

Also, the increasing efforts of major market players to enhance the health and the well-being of police personnel is positively influencing the market's expansion. In July 2021, Fermenta Biotech Limited donated vitamin D3 capsules as part of the Help Protect Our Protectors initiative for Maharashtra Police. In total 1.6 million capsules were donated to allow the personnel to strengthen their immunity as vitamin D reduces the risk of respiratory infections and plays a crucial role in providing immune support.

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### Increasing Vitamin D Deficiency Boosts Market Demand

The rising incidences of Vitamin D deficiency in India is one of the major factors bolstering the India Vitamin D supplements market demand. According to the estimates of an article published in Nature, approximately 490 million individuals in India have vitamin D deficiency, of which 31% are adolescents and children. The increase can be attributed to inadequate exposure to sunlight, pollution hampering penetration of ultraviolet rays, dietary insufficiencies, and high intake of caffeine. The market demand is expected to increase in the coming years due to the growing awareness about the various negative effects associated with deficiency of vitamin D and the growing popularity of health supplements. The population is becoming more proactive about their health and is leaning on various supplements for supporting their well-being and addressing various nutritional deficiencies. Additionally, increasing government initiatives and implementation of population-based interventional and educational strategies for combating vitamin D deficiencies are expected to support the market's expansion.

### Novel Launches Support Market Growth

The rising investments by various companies towards the introduction of new health supplements in the country is expected to increase the India Vitamin D supplements market size. In July 2023, Oriflame India announced the launch of two new health supplements under their Wellosophy range, calcium fortified with magnesium, vitamin D, and iron complex in India. These supplements aid in maintaining active and healthy lifestyles and support busy routines developed after extensive research and development by the company's nutrition council in Sweden. Such launches, coupled with the growing awareness about various advantages associated with health supplements, are propelling the market demand and are expected to positively influence the expansion of the market in the coming years. Additionally, due to the increasing health consciousness among the population and rising awareness about different benefits associated with vitamin D supplements is expected to increase market demand significantly over the forecast period.

### Vitamin D3 Expected to Account Significant Market Share

The expansion of the segment is supported by the growing awareness about various health benefits offered by vitamin D3 including improved calcium absorption, which aids in improving bone health, mood regulation, and improved immune functions. Additionally, the requirement for vitamin D3 is rising due to changes in lifestyle and increased preference for indoors. Thus, propelling the adoption of Vitamin D3 supplements in daily regimens by various individuals across the country. Moreover, the increasing accessibility to these supplements and availability of a wide range of options in varying flavors coupled with easy to consume nature of these supplements is bolstering the growth of the segment. Carbamide Forte offers Vitamin D3 60000 IU chewable tablets that are required to be consumed only once a week and are available in orange flavor.

### Prescription Anticipated to Hold Significant Market Share

The requirement for vitamin D prescription is increasing in India due to the rising cases of vitamin D deficiency, increasing emphasis on maintaining bone health, expansion of the geriatric population, and rapid population growth. The increasing prevalence of vitamin D deficiency in children is expected to boost the expansion of the segment. According to a multicenter study published in Nature, the prevalence of vitamin D deficiency in children and adolescents ranged from 30%-98% in West India. Additionally, vitamin D deficiency is often associated with a higher risk of heart failure and vitamin D, assuming a protective role against cardiovascular diseases, thus propelling the requirement for vitamin D prescriptions. Various findings have shown that vitamin D could reduce the occurrence of cardiovascular events such as coronary revascularization and myocardial infarction.

### Future Market Scenario (FY2025 - FY2032F)

The demand of the India Vitamin D supplements market is expected to increase significantly in the coming years due to the growing awareness about the various advantages associated with the supplements, rising prevalence of Vitamin D deficiency, and increasing expenditure on health supplements. The rising awareness about the role of Vitamin D in regulating the amount of phosphate and calcium in blood is expected to further bolster their consumption as these nutrients aid in maintaining the muscle, teeth, and bone health and lack of vitamin D can cause conditions such osteomalacia and bone deformities.

### Key Players Landscape and Outlook

The growth of India Vitamin D supplements market is supported by the rising investments by the key market players towards the introduction of novel solutions in the country for effectively treating Vitamin D deficiency. In February 2024, Cadila Pharmaceuticals Limited launched the first aqueous Vitamin D injection which is expected to revolutionize the Vitamin D treatment. This development is expected to improve patient care by increasing the efficacy of the treatment and ensuring a

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painless and simple administration procedure. Such innovations are anticipated to enhance treatment outcomes and allow healthcare professionals to meet the unmet medical requirements of the patients.

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\*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work.

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