

Prenatal Vitamin Supplements - A Global Market Overview

Market Report | 2024-09-14 | 282 pages | Industry Experts

AVAILABLE LICENSES:

- Single user licence (PDF) \$4500.00
- Enterprise Electronic (PDF) \$7200.00

Report description:

Prenatal Vitamin Supplements Market Trends and Outlook

Prenatal Vitamins are supplements specifically consumed to prevent vitamin deficiency in women during pregnancy. They are available in various forms, including Powders, Tablets, Capsules and Gummies. As these supplements preserve the health of the expectant mother and the developing child, they are extremely beneficial. Prenatal vitamin supplements contain iron, calcium, vitamin D and folic acid that help in preventing birth abnormalities of the spine and brain, for which folic acid is highly crucial. During pregnancy, the body also needs iron to sustain the increased creation of red blood cells. In addition, calcium and vitamin D supports the child in developing teeth and bone in a healthy way.

Worldwide, the demand for Prenatal Vitamins is estimated at US\$636.4 million in 2024 and is anticipated to post a 2024-2030 CAGR of 7.4% to reach a projected US\$977.8 million by 2030.

The worldwide Prenatal Vitamin Supplements demand is expected to post a robust growth over the analysis period owing to several reasons, the major ones of which include growing awareness about the significance of proper nutrition & medication during pregnancy, deficiency of vital vitamins and minerals among expectant women due to sedentary & stress-filled lifestyles, initiatives by the government for promoting these supplements, more disposable income for improved health & wellbeing, well planned pregnancy by women to safeguard their and the unborn child's health, products made free of artificial preservatives & additives & composed of natural & organic substances and growing trend of certification of these products to gain consumer trust.

Prenatal Vitamin Supplements Regional Market Analysis

Due to the growing use of Prenatal Vitamin Supplements by pregnant women in the region, North America leads the global market for these supplements. A high level of awareness among the local populace about the benefits of Prenatal Vitamin Supplements, large number of players in the market offering varied choices and federal initiatives promoting women's prenatal health are factors that are further driving North America's demand. However, Asia-Pacific's market for Prenatal Vitamin Supplements is likely to increase at the fastest rate over the analysis timeframe. Growing awareness among expectant mothers about the significance of healthy diet and medication during pregnancy, the high number of pregnant women in the region, availability of a wide selection of Prenatal Vitamin Supplements and rising disposable incomes among the middle classes, constituting bulk of the market, are some of the reasons for the region to grow at a rapid rate.

Prenatal Vitamin Supplements Market Analysis by Product Form

By form, Tablets account for the largest market share among various Prenatal Supplements during the analysis period 2024-2030. The major contributing factors include easy storage, longer shelf-life, high consumer preference and easy manufacturing and

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

managing as compared to the other forms. On the other hand, it is anticipated that the demand for Prenatal Vitamin Supplements in Capsule form will maintain the fastest growth, owing to simplicity in swallowing, provision of a more concentrated release of nutrients and ability to be manufactured with higher amounts of nutrients than other forms. Being made from plant-based sources would further drive the demand for Prenatal Vitamin Supplement Capsules, as against conventional medications.

Prenatal Vitamin Supplements Market Analysis by Distribution Channel

Offline and Online are the two major distribution channels via which these supplements can be obtained. The Offline channel offers benefits to consumers in several ways, such as easy accessibility, providing physical examination before purchase and also obtain advice from pharmacists and healthcare professionals for choosing the right product form a wide variety, based on specific condition. However, factors, such as increasing trend of e-commerce with growing number of consumers due to the convenience of purchase, access to number of products, heavy discounts, free home-delivery, special offers and choice of comparing product with offline ones are driving Online mode as the fastest growing segment.

Prenatal Vitamin Supplements Market Report Scope

This global report on Prenatal Vitamin Supplements analyzes the market based on forms and distribution channels. In addition to providing profiles of major companies operating in this space, the latest corporate and industrial developments have been covered to offer a clear panorama of how and where the market is progressing.

Key Metrics

Historical Period: 2021-2023

Base Year: 2023

Forecast Period: 2024-2030

Units: Value market in US\$

Companies Mentioned: 55+

Prenatal Vitamin Supplements Market by Geographic Region

- North America (The United States, Canada and Mexico)
- Europe (France, Germany, Italy, Russia, Spain, The United Kingdom and Rest of Europe)
- Asia-Pacific (China, Japan, India, South Korea and Rest of Asia-Pacific)
- South America (Argentina, Brazil and Rest of South America)
- Rest of World (Middle East & Africa)

Prenatal Vitamin Supplements Market by Form

- Capsules
- Gummies
- Powders
- Tablets

Prenatal Vitamin Supplements Market by Distribution Channel

- o Online
- o Offline
 - Direct Selling
 - Pharmacies and Drug Stores
 - Supermarkets/Hypermarkets

Table of Contents:

PART A: GLOBAL MARKET PERSPECTIVE

1. INTRODUCTION

- Product Outline
- Prenatal Vitamin Supplements Defined
- Prenatal Vitamin Supplements Product Forms
 - o Capsules

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- o☐Gummies
- o☐Powders
- o☐Tablets
- ☐Prenatal Vitamin Supplements Distribution Channels
- o☐Online
- o☐Offline

- ☐Direct Selling
- ☐Pharmacies & Drug Stores
- ☐Supermarkets/Hypermarkets

2. Key Market Trends

- ☐Abbott Nutrition
- ☐Alora Pharmaceuticals LLC
- ☐Anona GmbH
- ☐Atrium Innovations, Inc.
- ☐Bayer AG
- ☐Bionova Life Sciences
- ☐Biotics Research Corporation
- ☐Bright Lifecare Pvt Ltd
- ☐Capstone Nutrition
- ☐Church & Dwight Co. Inc.
- ☐Country Life LLC
- ☐Direct Relief
- ☐Dr. Reddy's Laboratories Ltd
- ☐DSM Nutritional Products AG
- ☐Duchesnay Inc.
- ☐Exeltis USA, Inc.
- ☐Fermentis Life Sciences Pvt. Ltd.
- ☐GNC Holdings, Inc.
- ☐Garden of Life LLC
- ☐GlobalBees Brands Pvt Ltd
- ☐Harbin Pharmaceutical Group Co Ltd
- ☐Jamieson Laboratories Ltd.
- ☐Kikkoman Corp.
- ☐Kobayashi Pharmaceutical Co Ltd
- ☐Makers Nutrition, LLC
- ☐Mead Johnson & Company LLC
- ☐MegaFood
- ☐Metagenics Inc.
- ☐Natalis Inc.
- ☐Nature's Way Products, LLC
- ☐Nestle, S.A.
- ☐New Chapter Inc.
- ☐Nordic Naturals, Inc.
- ☐Novus Life Sciences Pvt. Ltd.
- ☐Nutramark, LLC
- ☐Otsuka Holdings Co. Ltd.
- ☐Premama, Inc.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- Pharmavite LLC
- Plantafood Medical GmbH
- PlusPlus Lifesciences LLP
- Procter & Gamble Company (New Chapter)
- Pure Encapsulations, Inc.
- Rainbow Light Nutritional Systems, Inc.
- S.A. Mason Vitamins Inc.
- Shijiazhuang Pharmaceutical Group Co Ltd
- Swisse Wellness PTY LTD
- Taisho Pharmaceutical Co Ltd
- The Clorox Co
- TherapeuticsMD Inc.
- Thorne Research Inc.
- Tsukazu Pharmaceutical Co Ltd
- Twinlab Consolidation Corporation
- USANA Health Sciences, Inc.
- Vertical Pharmaceuticals
- Vitabiotics India
- Vitamin Angels Inc.
- Vox Nutrition
- West Coast Pharmaceuticals
- Wyeth Pharmaceutical Co Ltd

3. Key Global Players

4. Key Business & Product Trends

- Global Market Overview
- Global Prenatal Vitamin Supplements Market Overview by Form
 - o□Prenatal Vitamin Supplements Form Market Overview by Global Region
- Capsules
- Gummies
- Powders
- Tablets
- Global Prenatal Vitamin Supplements Market Overview by Distribution Channel
 - o□Prenatal Vitamin Supplements Distribution Channel Overview by Global Region
- Online
- Offline
- Direct Selling
- Pharmacies & Drug Stores
- Supermarkets/Hypermarkets

PART B: REGIONAL MARKET PERSPECTIVE

- Global Prenatal Vitamin Supplements Market Overview by Geographic Region

REGIONAL MARKET OVERVIEW

5. North America

- North American Prenatal Vitamin Supplements Market Overview by Geographic Region
- North American Prenatal Vitamin Supplements Market Overview by Form
- North American Prenatal Vitamin Supplements Market Overview by Distribution Channel
- Country-wise Analysis of North American Prenatal Vitamin Supplements Market
 - o□The United States

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- [] United States Prenatal Vitamin Supplements Market Overview by Form
- [] United States Prenatal Vitamin Supplements Market Overview by Distribution Channel
- o [] Canada
 - [] Canadian Prenatal Vitamin Supplements Market Overview by Form
 - [] Canadian Prenatal Vitamin Supplements Market Overview by Distribution Channel
- o [] Mexico
 - [] Mexican Prenatal Vitamin Supplements Market Overview by Form
 - [] Mexican Prenatal Vitamin Supplements Market Overview by Distribution Channel
- 7. Europe
 - [] European Prenatal Vitamin Supplements Market Overview by Geographic Region
 - [] European Prenatal Vitamin Supplements Market Overview by Form
 - [] European Prenatal Vitamin Supplements Market Overview by Distribution Channel
 - [] Country-wise Analysis of European Prenatal Vitamin Supplements Market
 - o [] France
 - [] French Prenatal Vitamin Supplements Market Overview by Form
 - [] French Prenatal Vitamin Supplements Market Overview by Distribution Channel
 - o [] Germany
 - [] German Prenatal Vitamin Supplements Market Overview by Form
 - [] German Prenatal Vitamin Supplements Market Overview by Distribution Channel
 - o [] Italy
 - [] Italian Prenatal Vitamin Supplements Market Overview by Form
 - [] Italian Prenatal Vitamin Supplements Market Overview by Distribution Channel
 - o [] Russia
 - [] Russian Prenatal Vitamin Supplements Market Overview by Form
 - [] Russian Prenatal Vitamin Supplements Market Overview by Distribution Channel
 - o [] Spain
 - [] Spanish Prenatal Vitamin Supplements Market Overview by Form
 - [] Spanish Prenatal Vitamin Supplements Market Overview by Distribution Channel
 - o [] The United Kingdom
 - [] United Kingdom Prenatal Vitamin Supplements Market Overview by Form
 - [] United Kingdom Prenatal Vitamin Supplements Market Overview by Distribution Channel
 - o [] Rest of Europe
 - [] Rest of Europe Prenatal Vitamin Supplements Market Overview by Form
 - [] Rest of Europe Prenatal Vitamin Supplements Market Overview by Distribution Channel
- 8. Asia-Pacific
 - [] Asia-Pacific Prenatal Vitamin Supplements Market Overview by Geographic Region
 - [] Asia-Pacific Prenatal Vitamin Supplements Market Overview by Form
 - [] Asia-Pacific Prenatal Vitamin Supplements Market Overview by Distribution Channel
 - [] Country-wise Analysis of Asia-Pacific Prenatal Vitamin Supplements Market
 - o [] China
 - [] Chinese Prenatal Vitamin Supplements Market Overview by Form
 - [] Chinese Prenatal Vitamin Supplements Market Overview by Distribution Channel
 - o [] India
 - [] Indian Prenatal Vitamin Supplements Market Overview by Form
 - [] Indian Prenatal Vitamin Supplements Market Overview by Distribution Channel
 - o [] Japan
 - [] Japanese Prenatal Vitamin Supplements Market Overview by Form

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- [] Japanese Prenatal Vitamin Supplements Market Overview by Distribution Channel
 - o [] South Korea
 - [] South Korean Prenatal Vitamin Supplements Market Overview by Form
 - [] South Korean Prenatal Vitamin Supplements Market Overview by Distribution Channel
 - o [] Rest of Asia-Pacific
 - [] Rest of Asia-Pacific Prenatal Vitamin Supplements Market Overview by Form
 - [] Rest of Asia-Pacific Prenatal Vitamin Supplements Market Overview by Distribution Channel
 - 9. South America
 - [] South American Prenatal Vitamin Supplements Market Overview by Geographic Region
 - [] South American Prenatal Vitamin Supplements Market Overview by Form
 - [] South American Prenatal Vitamin Supplements Market Overview by Distribution Channel
 - [] Country-wise Analysis of Asia-Pacific Prenatal Vitamin Supplements Market
 - o [] Argentina
 - [] Argentine Prenatal Vitamin Supplements Market Overview by Form
 - [] Argentine Prenatal Vitamin Supplements Market Overview by Distribution Channel
 - o [] Brazil
 - [] Brazilian Prenatal Vitamin Supplements Market Overview by Form
 - [] Brazilian Prenatal Vitamin Supplements Market Overview by Distribution Channel
 - o [] Rest of South America
 - [] Rest of South American Prenatal Vitamin Supplements Market Overview by Form
 - [] Rest of South American Prenatal Vitamin Supplements Market Overview by Distribution Channel
 - 10. Rest of World
 - [] Rest of World Prenatal Vitamin Supplements Market Overview by Form
 - [] Rest of World Prenatal Vitamin Supplements Market Overview by Distribution Channel
- PART C: GUIDE TO THE INDUSTRY
- PART D: ANNEXURE
- o [] RESEARCH METHODOLOGY
 - o [] FEEDBACK

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Prenatal Vitamin Supplements - A Global Market Overview

Market Report | 2024-09-14 | 282 pages | Industry Experts

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scottss-international.com

ORDER FORM:

Select license	License	Price
	Single user licence (PDF)	\$4500.00
	Enterprise Electronic (PDF)	\$7200.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scottss-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-23"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scottss-international.com

www.scottss-international.com