

## **Prenatal Vitamin Ingredients Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 - 2032**

Market Report | 2024-09-05 | 200 pages | Global Market Insights

### **AVAILABLE LICENSES:**

- Single User \$4850.00
- Multi User \$5350.00
- Enterprise User \$8350.00

### **Report description:**

The Global Prenatal Vitamin Ingredients Market was valued at USD 73.2 million in 2023. Projections indicate a growth of 6.1% CAGR from 2024 to 2032. The market expansion is largely attributed to heightened well-being concerns among pregnant women. As awareness of the importance of vital vitamins grows, there is a pronounced shift towards a more balanced diet. These ingredients not only mitigate the risk of lifestyle disorders by supplying essential nutrients but also boost metabolic functions, driving the market's momentum.

In 2022, the WHO reported that over 9.5 million pregnant women globally suffered from night blindness. This statistic is anticipated to bolster the demand for Vitamin A ingredients in the coming years. Nutritional requirements surge during pregnancy, catering to both the mother and the developing baby. These ingredients play a pivotal role in fetal growth, anemia prevention, ensuring optimal birth weight, and enhancing maternal health. Furthermore, heightened R&D activities endorsing prenatal ingredient consumption, coupled with increased endorsements from medical professionals, are set to amplify product demand. The overall industry is segmented into product, form, function, and region.

The vitamins segment is anticipated to generate USD 56 million and showcase a 5.3% CAGR through 2032. This growth is driven by the rising incorporation of vitamins D and B in prenatal formulations, recognized for their roles in promoting healthy bone development and alleviating fatigue. These vitamins also enhance dietary iron absorption and play a crucial role in preventing birth defects like spina bifida. As consumers become more aware of the benefits of vitamins for cell health, skin vitality, and eyesight, the market is poised for constructive growth.

The tablet segment in the prenatal vitamin ingredients market commanded a 37.81% share in 2023, translating to USD 27.68 million. Projections indicate a growth rate of 5.9% CAGR from 2024 to 2032. This dominance is largely due to the widespread acceptance and user-friendliness of tablets. They present a convenient and cost-effective solution for both manufacturers and consumers, ensuring accurate dosages and prolonged shelf life. Their established trust among consumers, combined with a diverse range of formulations catering to specific prenatal needs, further cements their popularity.

North America market for prenatal vitamin ingredients is set to reach USD 47.61 million, with a projected CAGR of 6.3% from 2024 to 2032. This growth is fueled by heightened consumer awareness regarding product benefits and a surge in health supplement

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

expenditures. Additionally, as more women join the workforce, there is a rising demand for high-performance supplements that combat fatigue during pregnancy.

## **Table of Contents:**

### Report Content

#### Chapter 1 Methodology & Scope

- 1.1 Market scope & definition
- 1.2 Base estimates & calculations
- 1.3 Forecast calculation
- 1.4 Data sources
  - 1.4.1 Primary
  - 1.4.2 Secondary
    - 1.4.2.1 Paid sources
    - 1.4.2.2 Public sources

#### Chapter 2 Executive Summary

##### 2.1 Industry 360° synopsis

#### Chapter 3 Industry Insights

- 3.1 Industry ecosystem analysis
  - 3.1.1 Key manufacturers
  - 3.1.2 Distributors
  - 3.1.3 Profit margins across the industry
- 3.2 Industry impact forces
  - 3.2.1 Growth drivers
    - 3.2.1.1 Growing consumer awareness related to prenatal health
    - 3.2.1.2 Rising population and disposable income with high healthcare cost in the developed economies
    - 3.2.1.3 Increasing disposable income and rising demand for nutritional food & beverages products
  - 3.2.2 Market challenges
    - 3.2.2.1 Growing demand for specific ingredients such as calcium folic acid related to specific requirement is projected to hamper prenatal vitamin ingredients market
  - 3.2.3 Market opportunity
    - 3.2.3.1 New opportunities
    - 3.2.3.2 Growth potential analysis
- 3.3 Raw material landscape
  - 3.3.1 Manufacturing trends
  - 3.3.2 Technology evolution
    - 3.3.2.1 Sustainable manufacturing
      - 3.3.2.1.1 Green practices
      - 3.3.2.1.2 Decarbonization
  - 3.3.3 Sustainability in raw materials
  - 3.3.4 Pricing trends (USD/Ton), 2021 - 2032
    - 3.3.4.1 North America
    - 3.3.4.2 Europe
    - 3.3.4.3 Asia Pacific
    - 3.3.4.4 Latin America
    - 3.3.4.5 Middle East & Africa
- 3.4 Regulations & market impact
- 3.5 Porter's analysis

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

### 3.6 PESTEL analysis

## Chapter 4 Competitive Landscape, 2023

### 4.1 Company market share analysis

### 4.2 Competitive positioning matrix

### 4.3 Strategic outlook matrix

## Chapter 5 Market Size and Forecast, By Product, 2021-2032 (USD Million, Tons)

### 5.1 Key trends

### 5.2 Vitamins

#### 5.2.1 Vitamin A

#### 5.2.2 Vitamin B1

#### 5.2.3 Vitamin B2

#### 5.2.4 Vitamin B3

#### 5.2.5 Vitamin B5

#### 5.2.6 Vitamin B6

#### 5.2.7 Vitamin B7

#### 5.2.8 Vitamin B9

#### 5.2.9 Vitamin B12

#### 5.2.10 Vitamin C

#### 5.2.11 Vitamin D

#### 5.2.12 Vitamin E

#### 5.2.13 Vitamin K

### 5.3 Calcium

### 5.4 Iron

### 5.5 Zinc

### 5.6 EPA/DHA

### 5.7 Magnesium

### 5.8 Others

## Chapter 6 Market Size and Forecast, By Form, 2021-2032 (USD Million, Tons)

### 6.1 Key trends

### 6.2 Capsule

### 6.3 Powder

### 6.4 Tablet

### 6.5 Liquid

### 6.6 Gummies

### 6.7 Softgel

## Chapter 7 Market Size and Forecast, By Function, 2021-2032 (USD Million, Tons)

### 7.1 Key trends

### 7.2 Neural & brain development

### 7.3 Gut health

### 7.4 Bone health

### 7.5 Nutrition

### 7.6 Weight management

### 7.7 Others

## Chapter 8 Market Size and Forecast, By Region, 2021-2032 (USD Million, Tons)

### 8.1 Key trends

### 8.2 North America

#### 8.2.1 U.S.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 8.2.2 Canada
- 8.3 Europe
  - 8.3.1 Germany
  - 8.3.2 UK
  - 8.3.3 France
  - 8.3.4 Italy
  - 8.3.5 Spain
  - 8.3.6 Rest of Europe
- 8.4 Asia Pacific
  - 8.4.1 China
  - 8.4.2 India
  - 8.4.3 Japan
  - 8.4.4 South Korea
  - 8.4.5 Australia
  - 8.4.6 Rest of Asia Pacific
- 8.5 Latin America
  - 8.5.1 Brazil
  - 8.5.2 Mexico
  - 8.5.3 Argentina
  - 8.5.4 Rest of Latin America
- 8.6 MEA
  - 8.6.1 Saudi Arabia
  - 8.6.2 UAE
  - 8.6.3 South Africa
  - 8.6.4 Rest of MEA
- Chapter 9 Company Profiles
  - 9.1 Deva Nutrition
  - 9.2 Garden of Life
  - 9.3 Rainbow Light
  - 9.4 Church & Dwight
  - 9.5 Nature Made
  - 9.6 New Chapter
  - 9.7 MegaFood
  - 9.8 Nordic Naturals
  - 9.9 Vitafusion
  - 9.10 SmartyPants

□

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Prenatal Vitamin Ingredients Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 - 2032

Market Report | 2024-09-05 | 200 pages | Global Market Insights

To place an Order with Scotts International:

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

### ORDER FORM:

Select license	License	Price
	Single User	\$4850.00
	Multi User	\$5350.00
	Enterprise User	\$8350.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-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="2025-05-12"/>
		Signature	

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com



**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)  
[www.scotts-international.com](http://www.scotts-international.com)