

Potassium Iodide Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Sales Channel (Direct, Indirect), By End Use (Pharmaceutical, Food Additives, Industrial, Laboratory & Analytical Uses, Water Treatment & Disinfection, Others), By Region and Competition, 2020-2030F

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Report description:

Market Overview

The Global Potassium Iodide Market reached a value of USD 443.82 million in 2024 and is projected to grow to USD 627.59 million by 2030, registering a CAGR of 4.37% during the forecast period. Potassium iodide, a stable iodine compound, plays a vital role in thyroid protection during nuclear emergencies and is a critical component in pharmaceutical formulations and dietary supplements. Its demand is increasing across healthcare, nutrition, and emergency preparedness applications. The pharmaceutical sector remains a primary growth engine, driven by the growing prevalence of thyroid disorders and respiratory diseases, especially in emerging economies. Additionally, the stockpiling of potassium iodide by global health authorities for radiological emergencies contributes to market momentum. However, supply-side challenges such as raw material price volatility, supply chain disruptions, and regulatory constraints remain key limitations to long-term market stability.

Key Market Drivers

Growth in Pharmaceutical Industry

The pharmaceutical industry's continued expansion is a major force driving the potassium iodide market. With global pharmaceutical revenues surpassing USD 1.6 trillion in 2023, demand for potassium iodide has surged due to its widespread therapeutic use, particularly in treating thyroid disorders, addressing iodine deficiency, and serving as a respiratory expectorant. Thyroid conditions like goiter and hyperthyroidism, closely linked to iodine deficiency, are prevalent globally, with an estimated 2.2 billion people affected. The severity of iodine deficiency correlates directly with goiter incidence, reaching over 30% in severely affected areas. Potassium iodide serves as an effective iodine supplement, resulting in increased usage in both prescription and over-the-counter medications. Rising awareness of iodine's role in thyroid health is further reinforcing its

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pharmaceutical adoption.

Key Market Challenges

Volatility in Raw Material Availability

A critical challenge facing the potassium iodide market is the fluctuating availability of iodine, its key raw material. Iodine production is geographically concentrated, with countries like Chile, Japan, and the United States dominating global supply. Disruptions in these regions—due to labor unrest, natural disasters, or geopolitical tensions—can significantly impact iodine output, leading to uncertainty in potassium iodide production. Moreover, energy-intensive glass fiber manufacturing processes and potential regulatory or export constraints in producing nations can further aggravate supply instability. These factors contribute to pricing volatility and complicate planning for manufacturers, especially given the compound's broad use across pharmaceuticals, nutrition, and industrial sectors.

Key Market Trends

Growth in Nutritional Supplements

The rising demand for iodine-enriched nutritional supplements is emerging as a key trend in the potassium iodide market. As awareness of iodine's importance in cognitive function, growth, and thyroid health increases, potassium iodide is becoming a staple in multivitamin and mineral supplements. Its high solubility and bioavailability make it ideal for addressing deficiencies, particularly in vulnerable populations such as children, pregnant women, and residents of iodine-deficient regions. While the global vitamins and minerals market stands at around USD 19.5 billion, the functional foods and beverages sector—into which many iodine-supplemented products fall—approaches USD 530 billion. This robust demand trajectory is expected to further accelerate potassium iodide integration into fortified food and nutritional formulations.

Key Market Players

- Adani Pharmachem P. Ltd.
- Nantong Lingang Chemical Co., Ltd.
- ZH Chemicals Pvt Ltd
- Infinium Pharmachem Pvt.
- Ascent Pharmaceuticals, Inc.
- HTKP INDUSTRIES PVT LTD
- Eskay Iodine Private Limited
- Shandong Boyuan Pharmaceutical Co., Ltd.
- SAMRAT REMEDIES LTD
- Toyota Tsusho America Inc

Report Scope

In this report, the Global Potassium Iodide Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

- Potassium Iodide Market, By Sales Channel:

- o Direct
- o Indirect

- Potassium Iodide Market, By End Use:

- o Pharmaceutical
- o Food Additives
- o Industrial
- o Laboratory & Analytical Uses
- o Water Treatment & Disinfection
- o Others

- Potassium Iodide Market, By Region:

- o North America
 - United States
 - Canada

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- Australia
- South Korea
- o South America
- Brazil
- Argentina
- Colombia
- o Middle East & Africa
- South Africa
- Saudi Arabia
- UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Potassium Iodide Market.

Available Customizations

Global Potassium Iodide Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

- Detailed analysis and profiling of additional market players (up to five).

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