

Synthetic Vitamin E - A Global Market Overview

Market Report | 2025-06-10 | 205 pages | Industry Experts

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Report description:

Global Synthetic Vitamin E Market Trends and Outlook

Synthetic vitamin E plays a crucial role across multiple industries due to its powerful antioxidant properties and essential biological functions. In animal feed, it is vital for maintaining animal health, improving immunity, and enhancing reproductive performance, particularly in poultry, swine, and aquaculture. In dietary supplements, synthetic vitamin E supports immune function, cardiovascular health, and acts as a protective agent against oxidative stress. Within the food and beverage industry, it is used as a preservative to extend shelf life by preventing the oxidation of fats and oils, especially in processed and fortified foods. In the cosmetics and personal care sector, synthetic vitamin E is valued for its skin-nourishing and anti-aging properties, being widely used in formulations such as moisturizers, sunscreens, and anti-wrinkle products. Its versatility and stability make synthetic vitamin E an indispensable ingredient in both health and consumer products.

In 2023, the global synthetic vitamin E market declined sharply, with total demand falling by 19.5% to US\$1 billion. This downturn was primarily driven by exceptionally low vitamin E prices and a persistent destocking cycle across the supply chain. However, the market reversed course in 2024 amid severe supply disruptions and geopolitical challenges. A major fire at BASF's Ludwigshafen plant on July 29, 2024, resulted in a Force Majeure declaration affecting vitamin E, vitamin A, and carotenoid production. BASF announced that production would not resume before July 2025. This event was compounded by planned maintenance shutdowns by other major producers such as Zhejiang NHU, Jilin Beisha, and ZMC during mid to late 2024, leading to significant supply tightness and a sharp surge in vitamin E prices - reaching their highest levels in nearly five years by August 2024.

Over the forecast period from 2024 to 2030, the market is expected to see a negative compound annual growth rate (CAGR) of 1.3% in value terms, primarily due to anticipated price corrections. However, in volume terms, global consumption is projected to grow steadily, reaching 129,000 metric tons by 2030.

Synthetic Vitamin E Regional Market Analysis

The report reviews, analyzes and projects the Synthetic Vitamin E market for global and the regional markets including North America, Europe, Asia-Pacific, South America and Rest of World for the period 2021-2030 in terms of volume (metric tons) as well

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as value (USD). Asia-Pacific region leads the global Synthetic Vitamin E volume market with a share of 36.4% in 2024 and is further projected to record the world's fastest CAGR of 3.3% during 2024-2030 to reach 49.7 thousand metric tons by 2030. On the other hand, demand for Synthetic Vitamin E in Europe is projected to sustain the slowest CAGR of 1.1% during the outlook period.

Synthetic Vitamin E Market Analysis by End-use Sector

End-use sectors of Synthetic Vitamin E covered in this report include animal feed, dietary supplements, food & beverages and cosmetics & personal care. In terms of volume, animal feed sector is the largest application for synthetic vitamin E globally cornering a share of 84% in 2024 and demand for synthetic vitamin E in this sector is projected to post the fastest 2024-2030 CAGR of 2.7% in terms of volume, reaching 110 thousand metric tons by 2030.

Due to growing demand for clean-label, organic, and natural ingredients natural vitamin E may increasingly replace synthetic forms in dietary supplements, food & beverages, and cosmetics. However, animal feed applications are likely to retain synthetic vitamin E owing to its cost-efficiency and scalability.

Synthetic Vitamin E Market Report Scope

This global report on Synthetic Vitamin E analyzes the global and regional markets for end-use sectors from 2021-2030 period with projections from 2024 to 2030 in terms of volume shipments in metric tons and value in US\$. The report also includes production capacities of all synthetic vitamin E manufacturers by plant/country. 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 the industry.

Key Metrics

- Historical Period: 2021-2023
- Base Year: 2024
- Forecast Period: 2024-2030
- Units: Volume consumption in Metric Tons and Value market in US\$
- Companies Mentioned: 20+

Global Synthetic Vitamin E Market by Geographic Region

- North America (The United States, Canada and Mexico)
- Europe (Germany, France, Italy, Spain, the United Kingdom, The Netherlands and Rest of Europe)
- Asia-Pacific (China, India, Japan and Rest of Asia-Pacific)
- South America (Brazil, Argentina and Rest of South America)
- Rest of World

Global Synthetic Vitamin E Market by End-use Application

- Animal Feed
- Dietary Supplements
- Food & Beverages
- Cosmetics & Personal Care

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