

Global Mineral Fortification - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

Global Mineral Fortification Market Analysis

The mineral fortification market size is expected to reach USD 69.77 billion in 2025 and is projected to grow to USD 91.57 billion by 2030, at a CAGR of 5.59%. The market growth is driven by increasing concerns about micronutrient deficiencies, government regulations, and advancements in nano-encapsulation technology. Mineral fortification provides a cost-effective solution for addressing micronutrient deficiencies, offering significant returns on investment for public health programs and ensuring sustained funding. While calcium remains the dominant mineral segment, zinc fortification is gaining prominence due to its importance in immune system function. Europe holds the largest market share due to established regulatory frameworks, while the Asia-Pacific region demonstrates the highest growth rate, supported by increasing urbanization and consumer purchasing power.

Global Mineral Fortification Market Trends and Insights

High prevalence of micronutrient deficiencies

The high prevalence of micronutrient deficiencies is a significant driver of the mineral fortification market. According to the World Health Organization (WHO), over 30.7% of women globally aged 15-49 years suffered from anaemia in 2023. Governments worldwide are implementing initiatives to combat this issue. For instance, the Indian government launched the National Iron Plus Initiative (NIPI) to address anemia caused by iron deficiency. Similarly, the United States has mandated the fortification of certain

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food products, such as salt with iodine and flour with folic acid, to reduce the prevalence of related deficiencies. In Africa, the Food Fortification Initiative (FFI) has collaborated with governments to promote the fortification of staple foods like maize flour and wheat flour. These efforts highlight the growing demand for fortified food products, driving the mineral fortification market during the forecast period.

Government-mandated mineral fortification programs

Government-mandated mineral fortification programs serve as a key driver for the mineral fortification market. These initiatives aim to address widespread micronutrient deficiencies, particularly in developing and underdeveloped regions. For instance, according to the Food Fortification Initiative, as of 2023, 94 countries have implemented mandatory fortification of at least one industrially milled cereal grain, such as wheat flour, maize flour, or rice. In India, the Food Safety and Standards Authority of India (FSSAI) has mandated the fortification of staple foods like rice, wheat flour, edible oil, and milk with essential vitamins and minerals, including iron, folic acid, and vitamins A and D, to combat malnutrition. Similarly, in the United States, the Food and Drug Administration (FDA) has long required the fortification of certain foods, such as the addition of folic acid to enriched grain products, which has contributed to a significant decline in neural tube defects. These programs not only enhance public health but also create a steady demand for fortified products, thereby driving market growth.

Organoleptic and stability issues in fortified products

One of the significant restraints in the mineral fortification market is the organoleptic and stability issues associated with fortified products. These challenges arise due to the addition of minerals, which can alter the taste, color, texture, and overall sensory attributes of the product. Such changes may lead to reduced consumer acceptance, impacting the market growth. For instance, certain minerals, such as iron and zinc, can impart a metallic taste or cause discoloration in food and beverages, making them less appealing to consumers. Furthermore, stability issues, such as the degradation of fortified minerals during processing, storage, or distribution, can compromise the nutritional value and effectiveness of the product. Factors like exposure to heat, light, oxygen, and moisture can accelerate the degradation process, further complicating the formulation of fortified products. Addressing these concerns requires advanced formulation techniques and innovative delivery systems to ensure that the fortified products maintain their sensory appeal and nutritional integrity throughout their shelf life.

Other drivers and restraints analyzed in the detailed report include:

Rising demand for functional foods and beverages / Growing supplement use among aging populations / High cost of chelated minerals /

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

In 2024, dietary supplements accounted for 45.39% of the mineral fortification market, driving growth by overcoming the typical challenges associated with food matrices, such as flavor, texture, and shelf-life limitations. The ability of dietary supplements to deliver essential minerals in a convenient and efficient manner has positioned them as a key contributor to the market's expansion. This segment continues to attract consumer interest due to its adaptability and effectiveness in addressing nutritional deficiencies. Additionally, the growing awareness of preventive healthcare and the increasing adoption of dietary supplements among various age groups have further fueled the demand for mineral-fortified products.

Infant and early-life nutrition, growing at a 7.98% CAGR, highlights the increasing recognition of the critical role fortification plays during the first 1,000 days of life. Research consistently demonstrates that mineral fortification during this period can result in

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significant lifelong benefits, including improved cognitive development and enhanced metabolic health. This growing awareness is driving demand for fortified products tailored to meet the specific nutritional needs of infants and young children. Governments and healthcare organizations are also emphasizing the importance of early-life nutrition through initiatives and programs aimed at reducing malnutrition and promoting fortified products. Furthermore, advancements in product formulations, such as the inclusion of bioavailable mineral compounds, are enhancing the efficacy of these products, making them more appealing to health-conscious parents and caregivers.

The Mineral Fortification Market Report is Segmented by Mineral Type (Iron, Calcium, Zinc and More), Form (Powder, Liquid, and More), Application (Fortified Food Products, Fortified Beverages, Dietary Supplements and More), and Geography (North America, Europe, Asia-Pacific, South America, and Middle East and Africa). The Market Forecasts are Provided in Terms of Value (USD).

Geography Analysis

Europe holds a 35.38% share of the mineral fortification market in 2024, supported by comprehensive regulatory frameworks, established fortification programs, and strong consumer acceptance of functional foods. Decades of systematic nutrition policy implementation have fostered a robust market environment. Countries like Germany and the United Kingdom lead in fortification initiatives, with government-backed programs ensuring widespread adoption. Additionally, the European Union's stringent food safety and labeling regulations enhance consumer trust, further solidifying the region's dominance in the market. The region also benefits from a high level of consumer awareness regarding the health benefits of fortified foods, supported by active participation from both public and private sectors.

The Asia-Pacific market is growing at a CAGR of 6.29% through 2030, driven by urbanization, higher disposable incomes, and increased health awareness among middle-class consumers. Regulatory developments, such as Japan's Good Manufacturing Practices for Food with Function Claims supplements and South Korea's Customised Health Functional Food System, support market growth. In India and China, government programs to address malnutrition through food fortification, combined with private sector development of affordable fortified products, are expanding the market. The Food Safety and Standards Authority of India (FSSAI) promotes the fortification of staple foods including rice, wheat, and milk to reduce micronutrient deficiencies.

North America holds a significant market share due to its voluntary fortification initiatives and widespread supplement consumption. The region's stringent regulations regarding health claims create entry barriers for new companies while benefiting established manufacturers. South America and the Middle East and Africa present growth opportunities through government-mandated fortification programs and international development initiatives.

List of Companies Covered in this Report:

Cargill Incorporated / Archer Daniels Midland Company / BASF SE / DSM-Firmenich / Croda International Plc / Solutex GC, S.L. / Clover Corporation Limited / Kerry Group Plc / Evonik Industries AG / Lonza Group / Cabio Biotech (Wuhan) Co., Ltd. / Stepan Company / Aker BioMarine ASA / GC Rieber VivoMega AS / Polaris S.A.S. / Merck KGaA / Epax Norway AS / NOF EUROPE GmbH / Lipoid GmbH / Lipidome Lifesciences /

Additional Benefits:

 The market estimate (ME) sheet in Excel format /
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