

# Vitamin K2 Market Likely to Enjoy Promising Growth by Gnosis, Danisco, DSM, BASF

*Stay up-to-date with Vitamin K2 Market research offered by HTF MI. The detailed information is based on current trends and historic milestones.*

PUNE, MAHARASHTRA, INDIA, August 21, 2023 /EINPresswire.com/ -- The [Vitamin K2 Market study](#) with 65+ market data Tables, Pie charts & Figures is now released by HTF MI. The research assessment of the Market is designed to analyze futuristic trends, growth factors, industry opinions, and industry-validated market facts to

forecast till 2029. The market Study is segmented by key a region that is accelerating the marketization. This section also provides the scope of different segments and applications that can potentially influence the market in the future. The detailed information is based on current trends and historic milestones. Some of the players studied are NattoPharma (Norway), DSM

(Netherlands), Kappa Bioscience (Norway), Gnosis (Italy), Seebio Biotech (China), Kyowa Hakko Bio (Japan), Viridis BioPharma (India), Frutarom Health (Israel), BASF (Germany), Nattopharma USA (United States), AHD International (United States), Danisco (Denmark).

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HTF Market Intelligence consulting is uniquely positioned empower and inspire with research and consulting services to empower businesses with growth strategies, by offering services.”

*Criag Francis*



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Global Vitamin K2 market is segmented by Application (Healthcare Products, Food & Beverages, Personal Care

Products, Others) by Type (Menatetrenone, Menaquinone-7, Menaquinone-4) by Form Type (Powder, Oil) and by Geography (North America, South America, Europe, Asia Pacific, MEA). The Vitamin K2 market size is estimated to increase by USD "According to HTF Market Intelligence, the Global Vitamin K2 market is expected to see a growth rate of 8.09% and may see a market

size of USD1,431.11 Million by 2028, currently pegged at USD897.43 Million." at a CAGR of 8.08% from 2023 to 2029. The report includes historic market data from 2019 to 2023E. Currently, market value is pegged at USD "According to HTF Market Intelligence, the Global Vitamin K2 market is expected to see a growth rate of 8.09% and may see a market size of USD1,431.11 Million by 2028, currently pegged at USD897.43 Million."

#### Definition:

Vitamin K2, also known as menaquinone, is mostly found in dairy products and mostly obtained from meat, cheese, and eggs. The growing use of vitamin K2 in the healthcare industry is expected to bolster its demand as it is one of the key ingredients in supporting cardiovascular health long-term. Also, the deficiency of K2 in newborn and in people with malabsorption disorders are further attributed to its growth.

#### Market Trends:

- Growing Demand for Personalized Nutrition
- Increasing Use of Vitamin K2 in Personal Care Products
- People's Inclination Towards Organic Vitamin K2 Sources

#### Market Drivers:

- Growing Deficiencies of Vitamins K2
- Rising Health Awareness of the Use of Vitamin K2

#### Market Opportunities:

- Huge Potential of Vitamin K2 Application in Healthcare Sectors
- Growing Awareness About Vitamin K2 Products in Emerging Countries

#### Vitamin K2 Market Competitive Analysis:

Know your current market situation! Not just new products but ongoing products are also essential to analyze due to ever-changing market dynamics. The study allows marketers to understand consumer trends and segment analysis where they can face a rapid market share drop. Figure out who really the competition is in the marketplace, get to know market share analysis, market position, % Market Share, and segmented revenue.

Players Included in Research Coverage: NattoPharma (Norway), DSM (Netherlands), Kappa Bioscience (Norway), Gnosis (Italy), Seebio Biotech (China), Kyowa Hakko Bio (Japan), Viridis BioPharma (India), Frutarom Health (Israel), BASF (Germany), Nattopharma USA Inc. (United States), AHD International (United States), Danisco (Denmark)

Additionally, Past Vitamin K2 Market data breakdown, Market Entropy to understand development activity and Patent Analysis\*, Competitors Swot Analysis, Product Specifications, and Peer Group Analysis including financial metrics are covered.

#### Segmentation and Targeting:

Essential demographic, geographic, psychographic, and behavioral information about business segments in the Vitamin K2 market is targeted to aid in determining the features the company should encompass in order to fit into the business's requirements. For the Consumer-based market - the study is also classified with Market Maker information in order to understand better who the clients are, their buying behavior, and patterns.

Vitamin K2 Product Types In-Depth: Menatetrenone, Menaquinone-7, Menaquinone-4

Vitamin K2 Major Applications/End users: Healthcare Products, Food & Beverages, Personal Care Products, Others

Vitamin K2 Major Geographical First-Level Segmentation:

- APAC (Japan, China, South Korea, Australia, India, and the Rest of APAC; the Rest of APAC is further segmented into Malaysia, Singapore, Indonesia, Thailand, New Zealand, Vietnam, and Sri Lanka)
- Europe (Germany, UK, France, Spain, Italy, Russia, Rest of Europe; Rest of Europe is further segmented into Belgium, Denmark, Austria, Norway, Sweden, The Netherlands, Poland, Czech Republic, Slovakia, Hungary, and Romania)
- North America (U.S., Canada, and Mexico)
- South America (Brazil, Chile, Argentina, Rest of South America)
- MEA (Saudi Arabia, UAE, South Africa)

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Research Objectives:

- Focuses on the key manufacturers, to define, pronounce and examine the value, sales volume, market share, market competition landscape, SWOT analysis, and development plans in the next few years.
- To share comprehensive information about the key factors influencing the growth of the market (opportunities, drivers, growth potential, industry-specific challenges and risks).
- To analyze the with respect to individual future prospects, growth trends and their involvement in the total market.
- To analyze reasonable developments such as agreements, expansions new product launches, and acquisitions in the market.
- To deliberately profile the key players and systematically examine their growth strategies.

FIVE FORCES & PESTLE ANALYSIS:

In order to better understand market conditions five forces analysis is conducted that includes the Bargaining power of buyers, Bargaining power of suppliers, Threat of new entrants, Threat of substitutes, and Threat of rivalry.

- Political (Political policy and stability as well as trade, fiscal, and taxation policies)
- Economical (Interest rates, employment or unemployment rates, raw material costs, and

foreign exchange rates)

- Social (Changing family demographics, education levels, cultural trends, attitude changes, and changes in lifestyles)
- Technological (Changes in digital or mobile technology, automation, research, and development)
- Legal (Employment legislation, consumer law, health, and safety, international as well as trade regulation and restrictions)
- Environmental (Climate, recycling procedures, carbon footprint, waste disposal, and sustainability)

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