

# Enhancing Wellness: Exploring the Global Multivitamin Capsules and Tablets Market

*The Business Research Company's Multivitamin Capsules Global Market Report 2023 – Market Size, Trends, And Forecast 2023-2027*

LONDON, GREATER LONDON, UK, November 13, 2023 /EINPresswire.com/ -- The [global multivitamin capsules and tablets market](#) is set to expand from \$20.28 billion in 2022 to \$22.38



The market size of the multivitamin capsules and tablets is expected to grow to \$33.05 billion in 2027 at a CAGR of 10.2%.”

*The Business research company*

billion in 2023, showcasing a robust compound annual growth rate (CAGR) of 10.3%. Despite the disruptions triggered by the Russia-Ukraine conflict and the residual impacts of the COVID-19 pandemic, the market is expected to maintain its upward trajectory, with projections indicating a surge to \$33.05 billion by 2027, at a CAGR of 10.2%.

Driver: Nurturing Health Consciousness

The escalating health consciousness among individuals remains a key driver for the [multivitamin capsules and tablets market](#). These supplements are often recommended by healthcare professionals to prevent or address vitamin deficiencies resulting from inadequate diets, specific health conditions, or during pregnancy, as they provide a comprehensive blend of essential vitamins not easily obtained from food alone. Moreover, heightened health concerns during the COVID-19 pandemic have contributed to an increased demand for multivitamins. According to SVC Labs Ltd., a UK-based supplement manufacturer, sales for vitamins, minerals, and supplements have surged since March 2020, reflecting a heightened interest in boosting immune health. This surge ranged from approximately 20% to 140%, underscoring the amplified focus on wellness and immune support.

Delve into the comprehensive insights of the global multivitamin capsules and tablets market with a detailed sample report:

<https://www.thebusinessresearchcompany.com/sample.aspx?id=5299&type=smp>

Players: Leading the Wellness Industry

Key players in the multivitamin capsules and tablets market include Herbalife Nutrition, Abbott Laboratories, Bayer, Nature's Bounty Co., Bionova Lifesciences, Ayanda GmbH, NutraMarks Inc.,

American Health Inc., Otsuka Holdings Co. Ltd., Nature's Way Products, Glanbia PLC., Pfizer, Mylan N.V., and Dymatize.

Trends: Embracing Flavored Gummy Vitamins

A notable trend shaping the multivitamin capsules and tablets market is the shift in consumer focus towards flavored gummy vitamins suitable for all ages. Consumers seek more convenient and enjoyable supplement options, leading to an increased preference for flavored gummy vitamins. For example, in April 2021, Persona Nutrition, a US-based company specializing in personalized daily supplement packs, introduced daily gummy vitamin packs for families. These packs are designed to help users achieve specific health goals, including immune health, focus, relaxation, everyday support, and hair, skin, and nail health, catering to a diverse set of wellness needs.

Segments: Unveiling the Health Landscape

The global multivitamin capsules and tablets market is segmented as follows:

- Type: Multivitamins Tablets, Multivitamins Capsules
- Distribution Channel: Store-Based, Non-Store Based
- Application: Energy & Weight Management, General Health, Bone & Joint Health, Gastrointestinal Health, Immunity, Cardiac Health, Diabetes, Anti-Cancer, Other Applications
- End User: Adults, Geriatric, Pregnant Women, Children, Infants

Region: Mapping the Wellness Terrain

Asia-Pacific secured the leading position in the multivitamin capsules and tablets market in 2022, with North America following closely as the second-largest market. The analysis report encompasses regions such as Asia-Pacific, Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa.

Access the complete report for an in-depth analysis of the global multivitamin capsules and tablets market:

<https://www.thebusinessresearchcompany.com/report/multivitamin-capsules-and-tablets-global-market-report>

Multivitamin Capsules And Tablets Global Market Report 2023 from TBRC covers the following information:

- Market size data for the forecast period: Historical and Future



- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Multivitamin Capsules And Tablets Global Market Report 2023 by The Business Research Company is the most comprehensive report that provides insights on multivitamin capsules and tablets market size, multivitamin capsules and tablets market drivers and trends, multivitamin capsules and tablets market major players, multivitamin capsules and tablets market competitors' revenues, market positioning, and multivitamin capsules and tablets market growth across geographies. The multivitamin capsules and tablets market report helps you gain in-depth insights on opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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The Business Research Company has published over 3000+ detailed industry reports, spanning over 3000+ market segments and 60 geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

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