

# Vitamin E Market to Reach \$3.7 Billion by 2028

*Increasing Awareness of Health Benefits Drives Market Growth*

WILMINGTON, NEW CASTLE, DELAWARE, UNITED STATES, April 25, 2024 /EINPresswire.com/ -- According to a new report published by Allied Market Research, titled "[Vitamin E Market](#) by Type, Application, and Region: Global Opportunity Analysis and Industry Forecast, 2021–2028," the global vitamin E market size was valued at \$2,661.1 million in 2020 and is projected to reach \$3,728.2 million by 2028, registering a CAGR of 4.3%.



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The surge in demand for vitamin E reflects its importance in combating various diseases and its nutritional benefits.”

*Allied Market Research*

Asia-Pacific was the highest revenue contributor, accounting for \$1,016.8 million in 2020, and is estimated to reach \$1,528.9 million by 2028, with a CAGR of 5.3%. Asia-Pacific is estimated to reach \$1,528.9 million by 2028, at a significant CAGR of 5.3%. Vitamin E is an essential fat-soluble vitamin that protects cell membranes from reactive oxygen species. It is a cluster of eight fat-soluble composites, which include tocotrienols and tocopherols.

The deficiency of vitamin E is rare and occurs usually owing to a casual problem with digesting dietary fat rather than from a low-vitamin E diet, which can further cause nerve problems.

The growth of the vitamin E market is attributed to widespread promotion and advertisements regarding the importance of consuming vitamin E and the disadvantages of having a vitamin E deficiency. Moreover, easy availability is the factor that smooths the requirement and sales of vitamin E in the market. . In addition, there are many sales channels, like Apollo Online Pharmacy and Internet Pharmacy, that are quick in delivering the requirements with available discounts. Moreover, many supplements and cosmetics are also available through popular online retailers



depending on age, sex, and life stage. For adults, the RDA is 15 milligrams (22.4 IU) of alpha-tocopherol per day.

**Deficiency and Toxicity:** Vitamin E deficiency is rare but can occur in individuals with conditions that impair fat absorption, such as certain digestive disorders. Symptoms of deficiency may include muscle weakness, vision problems, and impaired immune function. Excessive intake of vitamin E supplements can lead to toxicity and may cause symptoms such as nausea, diarrhea, and an increased risk of bleeding.

The global vitamin E market is segmented on the basis of type, application, and region. On the basis of type, the market is bifurcated into natural and synthetic. On the basis of application, the market is categorized into supplements, cosmetics, and animal feeds. Region-wise, it is analyzed across North America (the U.S., Canada, and Mexico), Europe (Germany, the UK, France, Italy, Spain, Russia, and the rest of Europe), Asia-Pacific (China, India, Japan, ASEAN, South Korea, Australia, and the rest of Asia-Pacific), and LAMEA (Latin America, the Middle East, and Africa).

Based on vitamin E market analysis by type, the synthetic segment accounted for the majority of the share in the global vitamin E market in 2020. The synthetic segment was also the fastest-growing segment in the type category. The growth in this segment can be attributed to its easy availability and cost-effectiveness.

Based on the vitamin E market forecast by application, the supplement segment was the largest and fastest-growing segment in 2020. The growth in this segment can be attributed to the growing awareness of diet and nutrition among the general populace. The cosmetic segment in the application category is expected to garner modest growth in the coming years, with a CAGR of 4.1% from 2021 to 2028.

Based on the region, Asia-Pacific was the dominant regional market in the vitamin E market, accounting for more than one-third of the global revenue in 2020. Asia-Pacific was also the fastest-growing regional segment throughout the forecast period.

The key players in the vitamin E industry have relied on product launches as their key strategy to stay relevant in the vitamin E market. The key players operating in the vitamin E market include Advanced Organic Materials, SA, Antares Health Products, Inc., Archer Daniels Midland Company, BASF Nutrition, BTSA Biotecnologías Aplicadas, S.L., Koninklijke Dsm N.V., Matrix Fine Sciences Pvt. Ltd., Merck KGAA, N.S. Chemicals, and The Nature's Bounty Co.

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By type, the synthetic segment is projected to witness the highest CAGR of 4.5% in revenue

terms during the forecast period.

By type, the synthetic segment is expected to dominate the market through 2021-2028.

By application, the supplement segment occupied the largest market with maximum value share in 2020 and is expected to grow at a significant CAGR during the forecast period.

U.S. is the largest country in terms of demand of Vitamin E in 2019.

Asia-Pacific is anticipated to witness the highest growth rate, registering a CAGR of 5.3% from 2021

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David Correa

Allied Market Research

+1 5038946022

Prashant.Shete@alliedanalytics.com

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