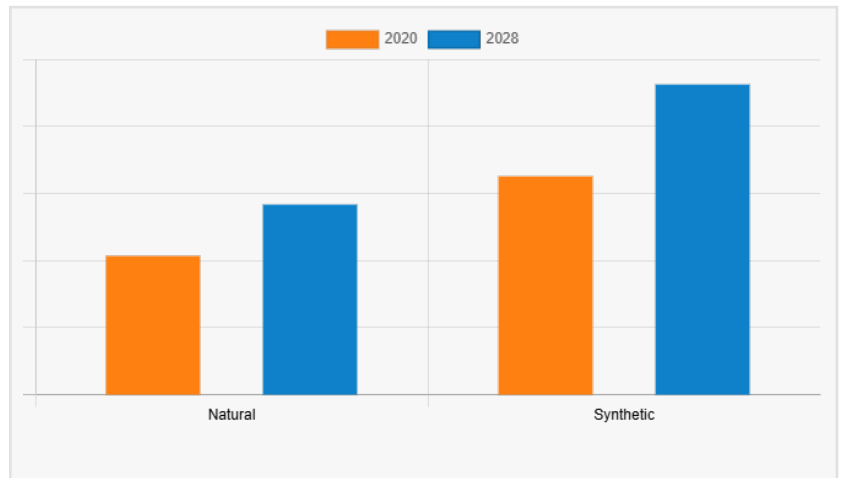


# Vitamin E Market Size, Trends, Key Insights and Forecast, 2021 – 2028 | MERCK KGAA, BASF NUTRITION, N.S. CHEMICALS

WILMINGTON, DE, UNITED STATES, January 8, 2025 /EINPresswire.com/ -- [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%. 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%.



The adoption of an inactive or deskbound lifestyle is the major driver that boosts the demand for vitamin E supplements among youth and adults in the market. These supplements are efficient in mitigating the problems which are growing or developing due to the sedentary lifestyle and owing to the adoption of non-optimal eating habits, which is attracting the large consumers to adopt food supplement into their lifestyle.

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Vitamin E is an essential fat-soluble vitamin protecting 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 in 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 its deficiency. Moreover, the easily availability is the factor which smoothens the requirement and sales of vitamin E in the market.

In addition, there are many sales channel like Apollo online pharmacy and internet pharmacy which are quick in delivering the requirements with available discounts. Moreover, many

supplements and cosmetics are also available over the popular online retailers like Amazon, Grofers, ubuy, Walmart, and other websites. Therefore, surge in number of distribution channels and easy availability of the supplements propels the market growth of vitamin E. However, easy availability of substitute act as the restraint for the market. Conversely, increase in the demand of Vitamin E in the processed food and pet nutrition is expected to make way for Vitamin E market growth.

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Based on the region, Asia-Pacific was the dominant regional 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 launch as their key strategy to stay relevant in the Vitamin E market share. 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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