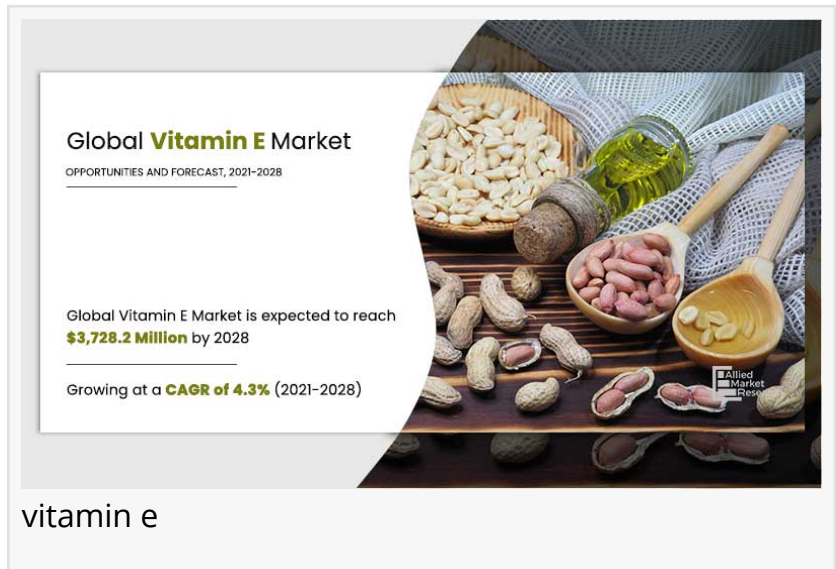


Vitamin E Market is Anticipated to Increase at a Stable CAGR over the Forecast Period 2028

Rise in demand for dietary supplements, easy availability of products & surge in concerns of diseases augments drive the growth of the global vitamin E market.

WILMINGTON, DE, UNITED STATES, August 20, 2025 /EINPresswire.com/ -- [Vitamin E market size](#) was pegged at \$2.66 billion in 2020, and is expected to generate \$3.72 billion by 2028, growing with a CAGR of 4.3% from 2021 to 2028.



Rise in demand for dietary supplements, easy availability of products, and surge in concerns of diseases augments drive the growth of the global vitamin E market. However, availability of substitutes and counterfeited vitamin E cosmetics hinder the market growth. On the contrary, increase in demand for organic cosmetic with vitamin E is expected to unlock new opportunities in the future.

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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.

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.

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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, cosmetic and animal feeds. Region-wise, it is analyzed across North America (the U.S., Canada, and Mexico), Europe (Germany, UK, France, Italy, Spain, Russia and rest of Europe), Asia-Pacific (China, India, Japan, ASEAN, South Korea, Australia, and rest of Asia-Pacific), and LAMEA (Latin America, Middle East and Africa).

The global vitamin E market is analyzed across several regions such as North America, Europe, Asia-Pacific, and LAMEA. The market across Asia-Pacific held the largest share in 2020, accounting for nearly two-fifths of the market. In addition, the region is expected to register the highest CAGR of 5.3% during the forecast period.

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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 smoothen 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.

The global [vitamin E industry](#) includes an in-depth analysis of the prime market players such as BASF SE Corporation, Eisai Food & Chemical Co.Ltd., Koninklijke DSM N.V., Zhejiang Medicine Co Ltd., Southwest Pharmaceuticals Corp Ltd., Matrix Fine Sciences Pvt.Ltd., Zhejiang NHU Company Ltd., Parchem fine & specialty chemicals, Archer Daniels Midland Company, and Hangzhou Gosun Biotechnologies Co Ltd.

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