

Vitamin D Therapy Market to Reach USD \$5.33 Billion by 2029 at 13.2% CAGR

*The Business Research Company's
Vitamin D Therapy Global Market Report
2025 – Market Size, Trends, And Global
Forecast 2025-2034*

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Vitamin D Therapy Global Market Report 2025

How Big Is The [Vitamin D Therapy Market](#) In 2025?

In recent years, a significant expansion has been observed in the Vitamin D therapy market. The market size is projected to increase from \$2.92 billion in 2024 to \$3.24 billion in 2025, boasting a compound annual growth rate (CAGR) of 11.1%. Factors influencing this historic period growth include heightened awareness of Vitamin D deficiency, increased occurrences of bone-related disorders, the growing aging population susceptible to osteoporosis, scientific studies emphasizing the benefits, a rise in diseases related to lifestyle, and medical advice favoring supplementation.

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In the coming years, rapid growth is anticipated in the

vitamin D therapy market, with it projected to expand to "\$5.33 billion in 2029", exhibiting a compound annual growth rate (CAGR) of 13.2%. The surge in the forecast period is attributable to sustained consciousness and education, an increasing elderly population, the incorporation of vitamin D in the treatment of chronic diseases, advances in technology related to formulations, worldwide health initiatives, and a heightened emphasis on individual nutrition. The forecast period will also see major trends such as the broadening of applications beyond bone health, government-led supplementation initiatives, innovations in formulation and delivery means, a concentration on clinical research and practices supported by empirical evidence, and worldwide market expansion.

Download a free sample of the vitamin d therapy market report:

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What Are The Key Driving Factors For The Growth Of The Vitamin D Therapy Market?

The rise in malnutrition cases is projected to fuel the expansion of the vitamin D therapy market. When people consume too little or too much of essential nutrients or when their bodies can't efficiently use the nutrients, it results in malnutrition. Among those severely malnourished, it is common to find a high occurrence of Vitamin D deficiency, and there is a strong link to higher mortality rates, especially if patients don't receive vitamin D treatment. So, the rise in malnutrition cases enhances the demand for vitamin D therapy. For example, in March 2024, the World Health Organization, a Swiss health agency committed to health promotion, global safety, and assistance to the vulnerable, reported that in 2022, approximately 390 million adults aged 18 and older globally were underweight, while 2.5 billion were overweight, which includes 890 million people living with obesity. In the age group of 5-19 years, 390 million were overweight, of which 160 million were faced with obesity, and an additional 190 million were excessively thin. It was estimated that 149 million children under the age of 5 were dealing with stunted growth, and 37 million were either overweight or obese. Almost 50% of deaths among under 5 aged children are attributed to undernutrition. Hence, the escalating cases of malnutrition are propelling the growth of the vitamin D therapy market.

Who Are The Key Players In The [Vitamin D Therapy Industry](#)?

Major players in the Vitamin D Therapy include:

- Abbott Laboratories
- Sanofi SA
- GlaxoSmithKline PLC
- Pfizer Inc.
- Merck & Co Inc.
- Torrent Pharmaceuticals Ltd.
- Novartis International AG
- Alkem Laboratories Ltd.
- Sun Pharmaceutical Industries Ltd.
- Cadila Healthcare Ltd.

What Are The Upcoming Trends Of Vitamin D Therapy Market In The Globe?

Innovations in products are emerging as a significant trend in the vitamin D therapy market. To maintain their market standing, major firms in this sector are rolling out novel products. An exemplar of this, in February 2024, India's multinational pharmaceutical company, Cadila Pharmaceuticals Pvt Ltd., launched the first aqueous formulation known as Cadila Pharmaceuticals' Aqueous Cholecalciferol Injection. This sets a new standard in addressing Vitamin D deficiency, providing a unique, quick solution. This revolutionary invention exhibits superior pharmacokinetics (PK) and pharmacodynamics (PD), outperforming traditional oil-based cholecalciferol formulations present in the market.

What Segments Are Covered In The Vitamin D Therapy Market Report?

The vitamin d therapy market covered in this report is segmented –

- 1) By Administration: Oral, Parenteral
- 2) By Purchasing: OTC Drugs, Prescription Drugs
- 3) By Age Group: Children, Adults, Senior Adults
- 4) By Application: Osteoporosis, Rickets, Skin Diseases, Muscle Weakness, Autoimmune Disorders

Subsegments:

- 1) By Oral: Vitamin D3 Supplements (Cholecalciferol), Vitamin D2 Supplements (Ergocalciferol), Vitamin D Fortified Foods And Beverages
- 2) By Parenteral: Injectable Vitamin D3 (Cholecalciferol), Injectable Vitamin D2 (Ergocalciferol), Intravenous Vitamin D Preparations

View the full vitamin d therapy market report:

<https://www.thebusinessresearchcompany.com/report/vitamin-d-therapy-global-market-report>

Which Region Is Expected To Lead The Vitamin D Therapy Market By 2025?

In 2024, North America held the highest market share for Vitamin D therapy, with projections indicating Asia-Pacific as the region with the most rapid growth in the coming period. The report on the Vitamin D therapy market covers regions including Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, and Africa.

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