

MULTICLIENT STUDY

Business Review

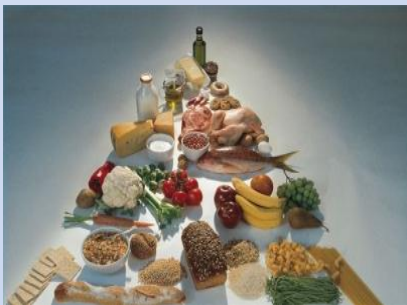
Global Fat and Water-Soluble Vitamins Market

SUPPLY/DEMAND/FORECAST - USA, EU28, China, India, ASEAN, RoW

2017-2022

To be published Q2 2018

Sectors



Food
Feed
Pharmaceuticals
Others



Markets



USA
EU28
China
India
ASEAN
RoW

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Transnational Business Research & Consultancy



The importance of vitamins in the global ingredients marketplace, both in terms of volume/value as well as history of production and use, can be ascertained by the scale of the cartels that were discovered and broken up in the 1990's. Anecdotal evidence suggests that the success in profits generated by these cartels encouraged the establishment of cartels for citric acid as well as for amino acids.

Today the focus of production, as with any other ingredient, has shifted to China. It produces almost the entire range of vitamins and has both large capacities as well as inventories. Some companies such as DSM are still able to produce in a cost-effective manner in the west. Others such as Jubilant are able to produce specialties such as B3 in India. A move out of China for production, due to the stricter enforcement of environmental norms as well as quality questions may be determined by the increased demand from emerging markets. Fermentation has possibly become cheaper again in the west, so the production scenario of those produced through biotransformation might change.

Vitamins may be sold "straight" or as blends. From a value of around USD 27 bio in the 1990's, of which straight vitamins had a 10% share, it has grown manifold today driven largely by increased volumes rather than price rises.

USA/Canada and Europe were the main markets at the beginning of the boom for vitamins, with the rest of the world combined only equalling the volume of either the USA or Europe. Today, the situation has changed and both China and India have emerged as key vitamin consumers.

This is a market that has seen many twists and turns, and is the most sought-after ingredient sector for any serious market participant to be in. Giract is updating the supply and demand estimates (by sector) for the major vitamins listed herein. This study will be a key resource for a serious company interested in investing or expanding in this market.

For more information, contact

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To understand the global market for vitamins, which can be broken down into the following sub-objectives:

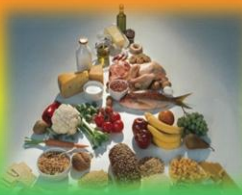
Global Fat and Water-Soluble Vitamins Market 2018



This unique study examines the supply/demand/forecast of Global Fat and Water-Soluble Vitamins Market.

SCOPE

Sectors



- Food
- Feed
- Pharmaceuticals
- Others

PRODUCTS

- Fat soluble vitamins - A, D, E and K
- Water soluble vitamins - C and B complex

Markets



- USA
- EU28 (+NO, +CH)
- China
- India
- ASEAN
- RoW

STUDY HIGHLIGHT

Programme

Following an initial review of Giract's extensive in-house data, the dominant element of the study will be interviews with key actors - producers, end-users, industry experts and authorities - in order to derive real understanding of the latest changes in market forces

Current: 2017
Forecast: 2022

Timescale



WHAT DO YOU GET?

1. **Electronic Copy** of report in searchable PDF format
2. **One Printed Copy**
3. Report planned to be published **Q2 2018**