



Vitamin D Testing Industry Research Report 2026

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Description

Vitamin D is vital for strong bones. It also has important, emerging roles in immune function and cancer prevention. Deficiencies at any stage of life can have devastating consequences. Similarly, vitamin D toxicity resulting from overmedication can cause serious hyperkalemia. Vitamin D consists of two bioequivalent forms:

Vitamin D2: obtained from vegetable sources (dietary sources, supplements)

Vitamin D3: derived from both endogenous (synthesized from cholesterol through sun exposure) and exogenous (animal diet) sources

Vitamin D deficiency is more common than previously believed, especially among adolescents, women, and the elderly. For example, studies have shown that more than 50% of the institutionalized elderly and an equal proportion of women of any age undergoing treatment for osteoporosis have inadequate levels of vitamin D.1 while treatment with vitamin supplementation is easy and inexpensive, many affected individuals go undiagnosed and untreated.

The total 25-hydroxyvitamin D (25-OH-VitD) level (the sum of 25-OH-vitamin D2 and 25-OH-vitamin D3) is the appropriate indicator of vitamin D body stores. Although there is no universal consensus about a treatment cut point, studies suggest 25 to 35 ng/mL as the minimal concentration of 25-OH-VitD needed to avoid the adverse effects of deficiency.2,3,4 By contrast, population reference ranges do not correspond with healthy ranges. In northern latitude locations in particular, one-third of the population may have vitamin D levels less than 25 ng/mL at the end of winter.

Vitamin D Test in this report is test equipment; test reagents for Vitamin D Test.

In the Chinese market, the leading manufacturers are Diasorin, Abbott, Roche, Siemens, Thermofisher, Mindray Medical and Beckman Coulter, with a market share of about 79 percent.

Report Scope

This report quantifies the global Vitamin D Testing market in terms of revenue (US\$ million) and, where applicable, service volume (k units), using 2024 as the base year and providing annual historical and forecast data for 2021–2032.

It standardizes definitions of service Types and end-use Applications, harmonizes provider attribution, and delivers comparable time series by company, Type, Application, and region or country, including indicative price bands (US\$/k units) and concentration ratios (CR5/CR10). Outputs are intended to support service design, budgeting, capacity planning, and benchmarking for providers, platforms, channel partners, and investors; the report also reviews technology shifts and notable service innovations relevant to Vitamin D Testing.

Key Companies & Market Share Insights

This section profiles leading service providers with 2021–2025 results and a 2026–2032 outlook—covering revenue, market share, price bands, service portfolio and client mix, regional and channel mix, and key developments (M&A, network expansion, certifications). It also provides global revenue, average price, and—where applicable—volume metrics by provider, and calculates CR5/CR10 and rank changes to support comparative benchmarking.

Vitamin D Testing Market by Company

DiaSorin

Abbott

Roche

Siemens

ThermoFisher

Mindray

Beckman Coulter

Biomeriux

Biorad Laboratories

SNIBE

IDS PLC

DIAsource ImmunoAssays

Maccura

Tosoh Bioscience

Beijing Wantai

YHLO

Vitamin D Testing Segment by Type

RIA

ELISA

CLIA

POCT

LC-MS/MS

Vitamin D Testing Segment by Application

25(OH) Test

1, 25(OH)Test

Vitamin D Testing Segment by Region

North America

United States

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Spain

Russia

Netherlands

Nordic Countries

Asia-Pacific

China

Japan
South Korea
India
Australia
Taiwan
Southeast Asia
South America
Brazil
Argentina
Chile
Middle East & Africa
Saudi Arabia
Israel
United Arab Emirates
Turkey
Iran
Egypt

Key Drivers & Barriers

High-impact rendering factors and drivers have been studied in this report to aid the readers to understand the general development. Moreover, the report includes restraints and challenges that may act as stumbling blocks on the way of the players. This will assist the users to be attentive and make informed decisions related to business. Specialists have also laid their focus on the upcoming business prospects.

Reasons to Buy This Report

1. This report will help the readers to understand the competition within the industries and strategies for the competitive environment to enhance the potential profit. The report also focuses on the competitive landscape of the global Vitamin D Testing market, and introduces in detail the market share, industry ranking, competitor ecosystem, market performance, new product development, operation situation, expansion, and acquisition. etc. of the main players, which helps the readers to identify the main competitors and deeply understand the competition pattern of the market.
2. This report will help stakeholders to understand the global industry status and trends of Vitamin D Testing and provides them with information on key market drivers, restraints, challenges, and opportunities.
3. This report will help stakeholders to understand competitors better and gain more insights to strengthen their position in their businesses. The competitive landscape section includes the market share and rank (in volume and value), competitor ecosystem, new product development, expansion, and acquisition.
4. This report stays updated with novel technology integration, features, and the latest developments in the market
5. This report helps stakeholders to gain insights into which regions to target globally
6. This report helps stakeholders to gain insights into the end-user perception concerning the adoption of Vitamin D Testing.
7. This report helps stakeholders to identify some of the key players in the market and understand their valuable contribution.

Chapter Outline

Chapter 1:

Research objectives, research methods, data sources, data cross-validation;

Chapter 2:

Introduces the report scope of the report, executive summary of different market segments (product type, application, etc), including the market size of each market segment, future development potential, and so on. It

offers a high-level view of the current state of the market and its likely evolution in the short to mid-term, and long term.

Chapter 3:

Provides the analysis of various market segments product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 4:

Provides the analysis of various market segments application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 5:

Introduces executive summary of global market size, regional market size, this section also introduces the market dynamics, latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by companies in the industry, and the analysis of relevant policies in the industry.

Chapter 6:

Detailed analysis of Vitamin D Testing companies' competitive landscape, revenue market share, latest development plan, merger, and acquisition information, etc.

Chapter 7, 8, 9, 10, 11: North America, Europe, Asia Pacific, South America, Middle East and Africa segment by country. It provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 12:

Provides profiles of key players, introducing the basic situation of the main companies in the market in detail, including revenue, gross margin, product introduction, recent development, etc.

Chapter 13:

The main points and conclusions of the report.

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