

# **Brazil Nutraceuticals Industry Outlook to 2017 - Growing Concerns towards Digestive Health to Foster Revenues**

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## **Abstracts**

The research report on “Brazil Nutraceuticals Industry Outlook to 2017 - Growing Concerns towards Digestive Health to Foster Revenues” provides comprehensive study of the Brazil nutraceutical market discussing the market share, market segments and sub-segments of functional food, functional beverages and dietary supplements. The report also highlights major industry trends and developments, players positioning and future outlook of the industry.

A rich profile of the natural resources and a large domestic market, have helped the nutraceuticals market in Brazil to register strong growth over the past few years. Moreover, increasing shift towards healthy dietary consumption in an exploding middle class population has further augmented the sales of nutraceutical products in the country. The country has witnessed significant alterations in the overall age structure of the population over the span of 2006-2012, featuring growing number of older adults. This has further provided an impetus to the drive towards the consumption of healthy food and supplements in the country. All these factors helped the nutraceuticals industry in Brazil to expand to USD 13,642.3 million in 2012, registering a share of 5.3% in the global revenues.

The country has witnessed a nutrition transformation owing to an increasing proportion of overweight population in the country. This growing epidemic of obesity has raised increasing concerns about the type of food being consumed, with a focus on avoiding diabetes and cardiovascular problems. The revenues of nutraceuticals industry in Brazil have been encouraged by the robust growth of the key sub markets of functional food and beverages and dietary supplements. The functional food and beverages market has showcased a continuous expansion, both in terms of revenues and offerings. The

fortified products market of Brazil is extremely diverse, which has been rising at a double-digit growth rate since 2006, with an exception of 2009. Dairy products, yoghurt and fortified soft drinks have witnessed the highest demand in Brazil over the years.

The benefit derived in terms of increased quantity of nutrients in food products is expressed in the form of higher price being charged for nutraceuticals, in comparison to normal food and beverages. An increasing affluence in the country, supported by the lowering unemployment rates have provided an encouraging environment for the revenues of the nutraceuticals industry to prosper over the years. The market size of the nutraceuticals industry has expanded from USD ~ million in 2006 to USD ~ million in 2012, reflecting a CAGR of ~%. The growing sales of fortified food and beverages have been strengthened by the shifting preferences of people towards consumption of healthy food along with growing disposable incomes. Furthermore, the rising problems of obesity in the country have also attracted attention towards the new dietary patterns, instigating people to adopt fortified food and beverages as a part of their meal.

The revenues of the dietary supplements market in Brazil have also progressed at an annualized rate of 11.0% over the span of 2006-2012. The dietary supplements market of Brazil is presently in a growth phase, characterized by a comparative low awareness amongst the masses. However, the market is expected to earn more revenues in the coming years on account of rising consciousness and awareness. The middle aged population is expected to emerge as the largest consumer category of nutritional supplements in the future.

The functional or fortified food and beverages market of Brazil will record high growth in revenues in the coming years, supported by an expanding product portfolio. The market is predicted to witness innovative product launches from a number of companies, targeted at taste and health preferences. Additionally, over the long term, manufacturers will be able to earn substantial proceeds by targeting specific health categories such as digestive health, bone health and others, with redefined focus on convenience.

## **KEY TOPICS COVERED IN THE REPORT**

The market size of Brazil Nutraceuticals industry in terms of revenue

Market segmentation of the Brazil Nutraceuticals industry by types of products

Market size of Brazil Functional food and beverage and dietary supplements

market by revenue

Market segmentation of Functional food and beverage market by product form

Market size and segmentation of functional food market

Market size and segmentation of functional beverage market

Market share of major brands in functional food market

Government rules and regulations

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