

# **Germany Nutraceuticals Industry Outlook to 2017 - Growing Popularity of Functional Food and Beverages to Sustain Growth**

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## **Abstracts**

The report titled “Germany Nutraceuticals Industry Outlook to 2017 - Growing Popularity of Functional Food and Beverages to Sustain Growth” provides a detailed analysis of the nutraceutical industry covering various aspects including market size in terms of revenues and market segmentation on the basis of major categories such as dietary supplements and functional food & beverages. The report also includes competitive landscape and profiles of the major players operating in the industry. The future projections are included to provide an insight on the prospects in the Germany nutraceuticals industry.

Germany has been by far the largest country in the EU in terms of population, with a total of 81.9 million inhabitants in 2012. Health and wellness has always been considered as an integral part of the lifestyle of the people in Germany. The country has witnessed an increasing trend towards nutraceuticals such as vitamins, minerals and herbal supplements for over more than a decade. This was initiated by the growing desire of the people especially women to subsidize their cosmetics expenditure with the adoption of comparatively less expensive vitamins and minerals and herbal supplements which rejuvenate skin in a better way without any side effects, as compared to chemically treated and formulated cosmetic products.

The nutraceuticals market in Germany is presently in a mature phase with the sub-markets, including functional food and beverages and dietary supplements, experiencing saturated demand over the period of 2006-2012. Despite the presence of a rapidly ageing population which has greatly benefited the growth of various sub-categories, the high level of maturity in these markets has limited the growth potential of consumer health markets including nutraceuticals. The revenues from Germany

accumulated a ~% share in global nutraceuticals revenues in 2012.

Germany has been the second largest market of functional food and beverages in Europe over the years. The modern cosmopolitan environment prevailing in the country has played a vital role in shaping a well-informed society. The market of functional food and beverages has witnessed dull performance over the years. The revenues of the market have expanded at a slow growth rate of ~% over 2006-2012. The market of functional food and beverages is extremely cluttered with a large number of relatively small players. German consumers showcase great attachment to some of the highly popular brands and hence brand loyalty plays a key role in this regard. Private label products have a very limited presence in most of the product categories.

Dietary or food supplements market in Germany is majorly made up of products containing ingredients such as vitamins and minerals. Germany dietary supplements market was the second largest market in Europe in 2012. The trend towards a healthier lifestyle has hugely influenced the sales patterns of nutritional supplements in the country over the review period (2006-2012). However, in the recent years, the sales of food supplements in Germany have considerably suffered from the negative publicity from media reports and government which questioned the effectiveness and even safety of some of the products. As a result, the revenues of the dietary supplements have plunged from USD ~ million in 2006 to USD ~ million in 2012.

The nutraceuticals sector of the country is expected to face a tough future with the prospects heavily relying upon the new product introductions by market players. Increasing varieties of products focused on targeted health problems will continue to drive the market for nutraceuticals in Germany in the coming years.

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

The market size of the Germany Nutraceuticals industry, functional foods & beverages and dietary supplements markets on the basis of revenues.

Market segmentation of the Germany Nutraceuticals industry on the basis of Types of Products

Competitive landscape and market shares of the major players in the Germany Dietary Supplements market.

Trends and Developments prevailing in the Germany Nutraceuticals industry

Future outlook and projections of the Germany Nutraceuticals industry on the basis of revenues.

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