

Nutritional and Dietary Supplements Market in the US - Opportunities and Future Outlook

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Abstracts

The US continues to be the largest market for nutrients & supplements in the world in terms of retail sales. In 2010, the US nutrition and dietary supplements market reached USD 28.04 billion compared to USD 25.00 billion of 2009. The growth was due to the recovering economy, rising employment level and increase in chronic diseases. Among the various product categories, sales of vitamins and dietary supplements showed a positive growth trend in 2010, and sales contribution of herbal supplements and sports nutrition was the largest. Probiotics is another segment which is expected to generate strong growth in coming years.

In 2010 sale of vitamin D in the US reached USD 369.75 million, 11.55% up from 2009. Demand for sports drinks is rising every year due to rising focus on fitness as well as the opening of new health clubs and gymnasiums. In the US sales of energy drinks reached USD 6.08 billion in the year 2010 compared to USD ~ billion in 2009.

Rising income level, aging baby boomers, changing lifestyle, increased focus on health, high incidence of diseases are some of the factors that are driving the demand for nutrients & supplements in the region. Despite recession, the industry has shown growth, particularly in case of herbal and sports, weight loss product categories.

The report on “The US Nutrition and Dietary Supplements Market and Future Outlook” includes a detailed study of the nutrition and supplements industry. The report further discusses the different segments of this market, such as vitamins, sports nutrition and weight loss as well as the herbal supplements category. We have analyzed industry driving factors and trends prevailing in the market. The report also includes the major players and their financial performance. Additionally, we have discussed cause and effect relationship of macroeconomic and industry factors on the industry providing the

basis for the future outlook.

Scope of the Report

The report gives a detailed analysis of the Nutrients & Supplements industry of the US including insights on market past performance, sales by category and channels, detailed analyses and future outlook of the industry.

Industry demand trends by segmentation helps to understand reasons of growth and threat from external factors.

Detailed description of driving factors gives a better understanding of further scope in the industry.

This research report helps the domestic and international players looking for potential segment in the industry.

The present industry trends help to know the recent trend which may influence the demand. Further we have mentioned major macro economy factors to give a clear picture of the US economy.

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