

Nutritional Supplement Industry: Impact of Changing Lifestyle



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In recent years, many changes have been seen in the continuously developing market for health supplements, with each segment contributing a major role in the industry growth. United States, Europe and Japan are the largest markets in global nutrition and health supplement industry. Latin America consumes more vitamins compared to dietary supplements; in 2007 vitamin sales were US\$1.5 billion and dietary supplements sales reached US\$762 million in the same year.

Food and feed ingredients are two major categories of the nutritional supplements which include vitamins, carotenoids and speciality additives. In the vitamins category, vitamin C accounts for the largest share with continuously growing demand though in 2007 rising raw material costs combined with increasingly strict application of environmental laws and outages caused Chinese vitamin C prices to more than triple over the year. There is a stiff competition in the market with changes in regulations; mainly in Europe and increasing competition from low cost Asian suppliers have given a tough time to the vitamin producers.

Infant formula is the largest portion of pediatric nutrition, accounting for almost three quarters of industry sales. Sports nutritional products are popularized via specialized stores, the Internet, fitness clubs, and gyms. Several products are also available in pharmacies, health food stores, and supermarkets, and this wider availability is expected to drive growth in the near term.

This report analyses the total market for nutritional supplements and other healthcare products with discussion of major segments of the industry, of which focus is on vitamins growth. It also talks about demand in United States, Europe and Asian markets and changing needs and preferences according to developing standard of living. There are many factors playing a supportive hand for the industry and helping the industry to grow further. This report covers all those major factors which directly or indirectly drive the industry growth. Finding the opportunities and analysing future outlook is the major objective of the report. By profiling market players we can access the present market share of each player. Report also highlights recent industry trends.

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