

# **The US Nutraceuticals Industry Outlook to 2017- Demand of Functional Beverages to Lead Growth**

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## **Abstracts**

The report titled “The US Nutraceuticals Industry Outlook to 2017- Demand of Functional Beverages to Lead Growth” provides a detailed analysis of the industry covering various aspects including market size in terms of revenues and market segmentation on the basis of major types such as dietary supplements and functional foods and 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 available in the US nutraceuticals industry.

The US has been the world’s largest business territory for nutraceuticals for the more than a decade. The market for nutraceuticals in the US has been progressing over the years owing to the momentum created by the consumers who pay attention to a healthy lifestyle. The changing demography and improving regulatory situation have also favored the surging trend of nutraceuticals consumption amongst the masses. The US nutraceuticals industry has advanced at a healthy growth rate over the period of last seven years (2006-2013), strengthened by the rising consumption of dietary supplements and the thriving functional food and beverages market.

The increasing population in the US has been critical to the growth of nutraceuticals. Health and wellness trends across the nation have helped in universalizing the presence of nutraceutical products in the marketplace. The revenues of the nutraceuticals industry of the US have showcased a compounded annual growth rate of 6.7% over the review period of 2006-2012. The contribution of the US in the global nutraceuticals industry revenues was ~% in 2012. At present, over 80% of the American population consumes nutraceuticals. The US nutraceuticals industry recorded total revenues of USD ~ million in 2012.

Functional food and beverages market accounted for a share of ~% in the total proceeds of the nutraceuticals industry in 2012, while dietary supplements made up for the rest. The market of functional food and drinks features a diverse assortment of products, ranging from vita-min drink mixes to fortified snack bars and soy-based products. Functional beverages market has noted an unprecedented growth, owing to the growing demand of energy and sports drinks in the country. Apart from these, other categories such as ready-to-drink functional teas, nutrient-enhanced drinks and protein drinks have also noted rising volume growth in the recent years.

Over the last seven years (2006-2012), the dietary supplements market in the US has grown at a CAGR of 6.3% to USD ~ million in 2012, inclining from USD ~ million in 2006. The US dietary supplements market has showcased notable expansion and consumer acceptance over the past several years. The scope of the market has expanded from old and unwell consumers to healthy people using diet supplements to decrease the risk of certain diseases, and to improve immunity.

The nutraceuticals market in the US is expected to benefit from a widely evident cultural shift towards health and quality of life which has been witnessed in the country. Increasing consumer focus on physical wellness, new exercise techniques, complementary medicines and nutrient-rich food products is projected to drive the revenues of the nutraceuticals industry in the coming years. By 2017, the industry is estimated to clock revenues of USD ~ million, growing at an annualized rate of 7.1% in the period of 2012-2017.

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

The market size of the US nutraceuticals industry, functional food and beverages and dietary supplements markets on the basis of revenues

Market segmentation of the US nutraceuticals industry on the basis of types of products

Market segmentation of the functional food and beverages on the basis of product form

Market segmentation of dietary supplements by nutrients and distribution channels

Government rules and regulations

Import and export of nutraceuticals in The US

Trends and developments prevailing in the functional food & beverages, dietary supplements and overall nutraceuticals industry

Competitive landscape, market shares and detailed company profiles of the major players in the dietary supplements markets

Future outlook and projections of the US functional food & beverages, dietary supplements markets and overall nutraceuticals industry on the basis of revenues

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