

# **Global Natural Functional Food Market Size study with COVID-19 Impact, by Product Type (Carotenoids, Dietary Fibers, Minerals, Fatty Acids, Vitamins and Prebiotics & Probiotics), Distribution Channel (Store Based and Non Store Based), by Application (Bakery & Cereals, Dairy Products, Frozen & Chilled Foods, Soy Products and Others) and Regional Forecasts 2020-2026**

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## **Abstracts**

Global Natural Functional Food Market is valued approximately at USD XX billion in 2019 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2020-2026. The global Natural Functional Food Market is being affected due to the coronavirus pandemic as demand drops across the world, production and supply chain is hampered, people are asked to stay at home and operational business and organizations are temporarily shutdown. Natural functional food does not contain any artificial flavors, colors or preservatives. It is prepared and processed without synthetic fertilizers or pesticides. Natural functional food are 100% organic certified by the regulatory bodies. The rising concerns regarding the nutritional food coupled with the rising aging population and rising disposable income are the few factors responsible for growth of the market over the forecast period. Furthermore, the rising advancements and other strategic alliance by market key players will create a lucrative demand for this market. For instance: as per Company's news release in May 2018, Nestle launched organic products food in Spanish market. It includes full range of baby food Naturnes Bio as well as Some organic coffee products. Also, in May 2019, Nestle had decided to invest in organic products in India and also expand its product portfolio by introducing new organic based food in coming years. However, high initial cost is the major factor

restraining the growth of global Natural Functional Food market during the forecast period.

The regional analysis of global Natural Functional Food market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. Asia Pacific is the leading/significant region across the world due to the increasing awareness about the healthy food habits and increasing disposable income of consumers. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2020-2026.

Major market player included in this report are:

General Mills, Inc.

Nestl? S.A.

Danone S.A.

Abbott Laboratories Inc.

Kraft Heinz Foods Company

Kellogg Co.

GlaxoSmithKline Plc.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product Type:

Carotenoids

Dietary Fibers

Minerals

Fatty Acids

Vitamins

Prebiotics & Probiotics

By Distribution Channel:

Store Based

## Non Store Based

### By Application:

- Bakery & Cereals
- Dairy Products
- Frozen & Chilled Foods
- Soy Products
- Others

### By Region:

- North America
  - U.S.
  - Canada
- Europe
  - UK
  - Germany
- Asia Pacific
  - China
  - India
  - Japan
- Latin America
  - Brazil
  - Mexico
- Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2016, 2017, 2018

Base year – 2019

Forecast period – 2020 to 2026

Target Audience of the Global Natural Functional Food Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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