

# Global Nutraceuticals Market 2022-2028

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## Abstracts

Nutraceutical is defined as a food or part of it that provides the body with medical or health benefits, including the prevention and treatment of a disease. In addition to vitamins, they contain naturally occurring ingredients such as garlic, ginseng and other herbal products such as phytochemicals extracted from plants. The global nutraceuticals market is anticipated to increase by USD 175 billion till 2028 at an average annual growth of 7.1 percent as per the latest report by Gen Consulting Company.

The report provides in-depth analysis and insights regarding the current global market scenario, latest trends and drivers into global nutraceuticals market. It offers an exclusive insight into various details such as market size, key trends, competitive landscape, growth rate and market segments. This study also provides an analysis of the impact of the COVID-19 crisis on the nutraceuticals industry.

This industry report offers market estimates and forecasts of the global market, followed by a detailed analysis of the product, ingredient, application, distribution channel, and region. The global market for nutraceuticals can be segmented by product: dietary supplements, functional beverages, functional food. According to the research, the functional beverages segment had the largest share in the global nutraceuticals market. Nutraceuticals market is further segmented by ingredient: fiber, omega-3, phytochemicals, probiotics, protein & peptides, vitamins & minerals. In 2021, the vitamins & minerals segment made up the largest share of revenue generated by the nutraceuticals market. Based on application, the nutraceuticals market is segmented into: beauty and anti-aging, general wellness, GI (gastrointestinal tract) and digestive health, heart health, sports and energy, weight management, others. Among these, the sports and energy segment was accounted for the highest revenue generator in 2021. On the basis of distribution channel, the nutraceuticals market also can be divided into: e-commerce, pharmacies, retail stores, supermarkets & hypermarkets, others. The

supermarkets & hypermarkets segment captured the largest share of the market in 2021. Nutraceuticals market by region is categorized into: Asia Pacific, Europe, North America, Rest of the World (RoW).

By product:

dietary supplements

functional beverages

functional food

By ingredient:

fiber

omega-3

phytochemicals

probiotics

protein & peptides

vitamins & minerals

By application:

beauty and anti-aging

general wellness

GI (gastrointestinal tract) and digestive health

heart health

sports and energy

weight management

others

By distribution channel:

e-commerce

pharmacies

retail stores

supermarkets & hypermarkets

others

By region:

Asia Pacific

Europe

North America

Rest of the World (RoW)

The functional food market is further segmented into bakery, confectionery, dairy non-drinkable, frozen fruits and vegetables, grain and flour, meat, snacks, others. Gen Consulting Company research indicates that the confectionery segment occupied the largest share of this market in 2021 and is expected to draw the highest demand in coming years. Furthermore, the functional beverages market has been categorized into dairy drinkable, frozen fruits and vegetables (juices), non-carbonated drinks, tea and coffee, others. Globally, the non-carbonated drinks segment made up the largest share of the nutraceuticals market. The dietary supplements market is further divided into herbal, minerals, vitamin and multi-vitamins, others. The vitamin and multi-vitamins

segment was the largest contributor to the global nutraceuticals market in 2021.

The report also provides analysis of the key companies of the industry and their detailed company profiles including Abbott Laboratories, Amway Corporation, Danone S.A., General Mills, Inc., GlaxoSmithKline plc, Helion Nutraceuticals LLC, Herbalife Nutrition Ltd., Kellogg Company, Nestle S.A., PepsiCo, Inc., Pfizer Inc., Reckitt Benckiser Group PLC, Red Bull GmbH, Suntory Holdings Limited, The Bountiful Company, The Coca-Cola Company, among others.

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### Historical & Forecast Period

This research report provides analysis for each segment from 2018 to 2028 considering 2021 to be the base year.

### Scope of the Report

To analyze and forecast the market size of the global nutraceuticals market.

To classify and forecast the global nutraceuticals market based on product, ingredient, application, distribution channel, region.

To identify drivers and challenges for the global nutraceuticals market.

To examine competitive developments such as mergers & acquisitions, agreements, collaborations and partnerships, etc., in the global nutraceuticals market.

To identify and analyze the profile of leading players operating in the global nutraceuticals market.

### Why Choose This Report

Gain a reliable outlook of the global nutraceuticals market forecasts from 2022 to 2028 across scenarios.

Identify growth segments for investment.

Stay ahead of competitors through company profiles and market data.

The market estimate for ease of analysis across scenarios in Excel format.

Strategy consulting and research support for three months.

Print authentication provided for the single-user license.

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General Mills, Inc.  
GlaxoSmithKline plc  
Helion Nutraceuticals LLC  
Herbalife Nutrition Ltd.  
Kellogg Company  
Nestle S.A.  
PepsiCo, Inc.  
Pfizer Inc.  
Reckitt Benckiser Group PLC  
Red Bull GmbH  
Suntory Holdings Limited

The Bountiful Company

The Coca-Cola Company

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