

# Asia Pacific Medical Foods Market Size, Share & Trends Analysis Report By Route Of Administration, By Product Type, By Application, By Sales Channel, By Region, And Segment Forecasts, 2022 - 2030

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## Abstracts

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### Asia Pacific Medical Foods Market Growth & Trends

The Asia Pacific medical foods market size is anticipated to reach USD 9.9 billion by 2030, according to a new report by Grand View Research, Inc. The market is expected to grow at a CAGR of 6.4% from 2022 to 2030. The rapid rate of urbanization and increasing geriatric population has created a need for managing diseases that affect the older population as well as those with sedentary lifestyles.

Based on route of administration, the oral segment accounted for the largest revenue share of 69.0% in 2021. The majority of the medical foods available are for oral consumption. The ease of administration and rising consumer demand contribute to the largest market share of this segment. The enteral route of administration registered the fastest CAGR of 6.8% from 2022 to 2030. The growing population suffering from diseases that render them unable to consume food orally has led to this growth. Enteral feeding has been proving effective in several cases, with better absorption of nutrients and lesser contamination rates.

In the product type segment, powder formulations recorded the largest revenue share of the market in 2021. The majority of product offerings currently available in the market are in powder formulations. Easy storage and longer shelf life of these products are one of the key factors leading to the wider adoption of this product type. The liquid

formulations segment is expected to register the fastest growth over the forecast period, as the key players are diversifying their product portfolios to cater to larger populations. This segment is expected to have maximum growth potential in the medical foods industry.

In 2021, chemotherapy-induced diarrhea accounted for the largest revenue share in the application segment, due to the high burden of cancer and the need for proper management of the disease. Nutritional supplementation through medical foods has become necessary in the management of cancer, thus driving the growth in demand for medical foods in this segment. The diabetic neuropathy segment is expected to register the fastest CAGR during the forecast period. This is due to the rise in prevalence of the disease in the rapidly developing nations in the Asia Pacific (APAC) and the increasing demand for nutrient-rich foods for the management of this condition.

In 2021, institutional sales accounted for the largest revenue share in the sales channel segment. APAC is still an untapped space with a huge potential for growth, the primary channel for the purchase of medical foods is through doctors in clinics and health centers that rely on medical representatives which are hired by market players for distribution of the product. The online platform is expected to witness the fastest CAGR in the forthcoming years, due to the rising awareness about the benefits of medical foods in disease management. Major market players are increasing their reach by diversifying their distribution channels and collaborating to sell their medical foods products online, directly to consumers.

The COVID-19 pandemic adversely affected the growth of the APAC medical foods market, because the majority of the medical food products in the market are being imported from other countries, with the trade restrictions in place the supply chain was severely affected. The market is expected to pick up, as the demand for these products has been increasing due to the deteriorating health of people and the growing geriatric population.

### Asia Pacific Medical Foods Market Report Highlights

The oral route of administration accounted for the largest revenue share of 69% in 2021 as a result of high product type availability and ease of administration

The powder formulations in product type had the largest revenue share of 35.4% due to ease of use and maximum product availability

Diabetic neuropathy is expected to register the fastest growth in the application segment during the forecast period of 2022-2030. High disease burden and the need for proper management of the disease are key factors for growth

The institutional sales channel had the biggest market share and the online sales channel is expected to expand at the fastest rate during the forecast period owing to increasing awareness and key initiatives by players for wider reach through online sales

## Contents

### **CHAPTER 1 METHODOLOGY AND SCOPE**

- 1.1 Market Segmentation and Scope
- 1.2 Research Methodology
  - 1.2.1 Information Procurement
    - 1.2.1.1 Purchased database:
    - 1.2.1.2 GVR's internal database
  - 1.2.2 Primary Research:
  - 1.2.3 Research Methodology:
- 1.3 Research Scope and Assumptions
- 1.4 List to Data Sources

### **CHAPTER 2 EXECUTIVE SUMMARY**

- 2.1 Market Outlook
- 2.2 Segment Outlook
- 2.3 Competitive Insights
- 2.4 Asia Pacific Medical Foods Market Snapshot

### **CHAPTER 3 ASIA PACIFIC MEDICAL FOODS MARKET VARIABLES, TRENDS & SCOPE**

- 3.1 Market Lineage Outlook
  - 3.1.1 Parent Market Outlook
    - 3.1.1.1 Nutritional Supplements Market
  - 3.1.2 Ancillary Market Outlook
    - 3.1.2.1 Parenteral Nutrition market:
    - 3.1.2.2 Enteral Feeding Devices Market
- 3.2 Penetration and Growth Prospect Mapping
- 3.3 Pricing Analysis
- 3.4 User Perspective Analysis
  - 3.4.1 Consumer Behavior Analysis
  - 3.4.2 Market Influencer Analysis
  - 3.4.3 Key End Users
- 3.5 Technology Outlook
  - 3.5.1 Technology Timeline
- 3.6 Market Dynamics

- 3.6.1 Market Driver Analysis
- 3.6.2 Market Restraint Analysis
- 3.6.3 Industry Challenges
- 3.7 Asia Pacific Medical Foods Market Analysis Tools
  - 3.7.1 Asia Pacific Medical Foods Market - Pestle Analysis
  - 3.7.2 Industry Analysis - Porter's
- 3.8 Major Deals & Strategic Alliances Analysis
- 3.9 Market Entry Strategies
- 3.10 Prevalence of Health Conditions in Asia Pacific (2016-2030)
  - 3.10.1 Chronic Kidney Disease
  - 3.10.2 Minimal Hepatic Encephalopathy
  - 3.10.3 Chemotherapy-Induced Diarrhea
  - 3.10.4 Pathogen Related Infections
  - 3.10.5 Diabetic Neuropathy
  - 3.10.6 ADHD
  - 3.10.7 Depression
  - 3.10.8 Alzheimer's Disease
  - 3.10.9 Nutritional Deficiency
  - 3.10.10 Chronic Wound
  - 3.10.11 Chronic Diarrhea
  - 3.10.12 Constipation
  - 3.10.13 Dysphagia (Swallowing Disorder)
  - 3.10.14 Orphan Diseases
    - 3.10.14.1 Phenylketonuria
    - 3.10.14.2 Eosinophilic Esophagitis
    - 3.10.14.3 FPIES
    - 3.10.14.4 Others
- 3.11 Impact of COVID-19 on Asia Pacific Medical Foods Market

## **CHAPTER 4 ASIA PACIFIC MEDICAL FOODS MARKET: COMPETITIVE ANALYSIS**

- 4.1 Recent Developments & Impact Analysis, By Key Market Participants
- 4.2 Company/Competition Categorization (Key Innovators, Market Leaders, Emerging Players)
- 4.3 Vendor Landscape
  - 4.3.1 List Of Key Distributors And Channel Partners
  - 4.3.2 Key Company Market Share Analysis, 2021
- 4.4 Public Companies
  - 4.4.1 Company Market Position Analysis

- 4.4.2 Company Market Ranking By Region
- 4.5 Private Companies
  - 4.5.1 Regional Map
  - 4.5.2 Company Market Position Analysis

## **CHAPTER 5 ASIA PACIFIC MEDICAL FOODS MARKET: ROUTE OF ADMINISTRATION ESTIMATES & TREND ANALYSIS**

- 5.1 Asia Pacific Medical Foods Market: Route of Administration (ROA) Movement Analysis, 2021 & 2030, USD Million
- 5.2 Oral
  - 5.2.1 Oral Medical Foods Market Estimates And Forecasts, 2016 - 2030 (USD Million)
- 5.3 Enteral
  - 5.3.1 Enteral Medical Foods Market Estimates And Forecasts, 2016 - 2030 (USD Million)

## **CHAPTER 6 ASIA PACIFIC MEDICAL FOODS MARKET: PRODUCTS ESTIMATES & TREND ANALYSIS**

- 6.1 Asia Pacific Medical Foods Market: Product Movement Analysis, 2021 & 2030, USD Million
- 6.2 Pills
  - 6.2.1 Asia Pacific Medical Foods Market Estimates And Forecasts For Pills Formulation, 2016 - 2030 (USD Million)
- 6.3 Powder
  - 6.3.1 Asia Pacific Medical Foods Market Estimates And Forecasts For Powder Formulation, 2016 - 2030 (USD Million)
- 6.4 Others
  - 6.4.1 Asia Pacific Medical Foods Market Estimates And Forecasts For Other Formulations, 2016 - 2030 (USD Million)

## **CHAPTER 7 ASIA PACIFIC MEDICAL FOODS MARKET: APPLICATION ESTIMATES & TREND ANALYSIS**

- 7.1 Asia Pacific Medical Foods Market: Application Movement Analysis, 2021 & 2030, USD Million
- 7.2 Chronic Kidney Diseases
  - 7.2.1 Asia Pacific Medical Foods Market Estimates And Forecasts For Chronic Kidney Diseases, 2016 - 2030 (USD Million)

### 7.3 Minimal Hepatic Encephalopathy

7.3.1 Asia Pacific Medical Foods Market Estimates And Forecasts For Minimal Hepatic Encephalopathy, 2016 - 2030 (USD Million)

### 7.4 Chemotherapy-Induced Diarrhea

7.4.1 Asia Pacific Medical Foods Market Estimates And Forecasts For Chemotherapy-Induced Diarrhea, 2016 - 2030 (USD Million)

### 7.5 Pathogen Related Infection

7.5.1 Asia Pacific medical foods market estimates and forecasts for pathogen-related infections, 2016 - 2030 (USD Million)

### 7.6 Diabetic Neuropathy

7.6.1 Asia Pacific Medical Foods Market Estimates And Forecasts For Diabetic Neuropathy, 2016 - 2030 (USD Million)

### 7.7 ADHD

7.7.1 Asia Pacific Medical Foods Market Estimates And Forecasts For ADHD, 2016 - 2030 (USD Million)

### 7.8 Depression

7.8.1 Asia Pacific Medical Foods Market Estimates And Forecasts For Depression, 2016 - 2030 (USD Million)

### 7.9 Alzheimer's Disease

7.9.1 Asia Pacific Medical Foods Market Estimates And Forecasts For Alzheimer's Disease, 2016 - 2030 (USD Million)

### 7.10 Nutritional Deficiency

7.10.1 Asia Pacific Medical Foods Market Estimates And Forecasts For Nutritional Deficiency, 2016 - 2030 (USD Million)

### 7.11 Orphan Diseases

7.11.1 Asia Pacific Medical Foods Market Estimates And Forecasts For Orphan Diseases, 2016 - 2030 (USD Million)

#### 7.11.2 Phenylketonuria

7.11.2.1 Asia Pacific Medical foods market estimates and Forecasts for Phenylketonuria, 2016 - 2030 (USD Million)

#### 7.11.3 Eosinophilic Esophagitis

7.11.3.1 Asia Pacific Medical foods market estimates and Forecasts for Eosinophilic Esophagitis, 2016 - 2030 (USD Million)

#### 7.11.4 FPIES

7.11.4.1 Asia Pacific Medical foods market estimates and Forecasts for FPIES, 2016 - 2030 (USD Million)

#### 7.11.5 Other Orphan Diseases

7.11.5.1 Asia Pacific Medical foods market estimates and Forecasts for Other orphan diseases, 2016 - 2030 (USD Million)



## 7.12 Wound Healing

7.12.1 Asia Pacific Medical Foods Market Estimates And Forecasts For Wound Healing, 2016 - 2030 (USD Million)

## 7.13 Chronic Diarrhea

7.13.1 Asia Pacific Medical Foods Market Estimates And Forecasts For Chronic Diarrhea, 2016 - 2030 (USD Million)

## 7.14 Constipation Relief

7.14.1 Asia Pacific Medical Foods Market Estimates And Forecasts For Constipation Relief, 2016 - 2030 (USD Million)

## 7.15 Protein Booster

7.15.1 Asia Pacific Medical Foods Market Estimates And Forecasts For Protein Booster, 2016 - 2030 (USD Million)

## 7.16 Dysphagia

7.16.1 Asia Pacific Medical Foods Market Estimates And Forecasts For Dysphagia, 2016 - 2030 (USD Million)

## 7.17 Other Diseases

7.17.1 Asia Pacific Medical Foods Market Estimates And Forecasts For Other Diseases, 2016 - 2030 (USD Million)

### 7.17.2 Parkinson's Disease

7.17.2.1 Asia Pacific Medical foods market estimates and Forecasts for Parkinson's Disease, 2016 - 2030 (USD Million)

### 7.17.3 Epilepsy

7.17.3.1 Asia Pacific Medical foods market estimates and Forecasts for Epilepsy, 2016 - 2030 (USD Million)

### 7.17.4 Pain Management

7.17.4.1 Asia Pacific Medical foods market estimates and Forecasts for Pain Management, 2016 - 2030 (USD Million)

### 7.17.5 Other Cancer Related Treatments

7.17.5.1 Asia Pacific Medical foods market estimates and Forecasts for Other Cancer Related Treatments, 2016 - 2030 (USD Million)

## **CHAPTER 8 ASIA PACIFIC MEDICAL FOODS MARKET: SALES CHANNEL ESTIMATES & TREND ANALYSIS**

8.1 Asia Pacific Medical Foods Market: Sales Channel Movement Analysis, 2021 & 2030, USD Million

## 8.2 Online Sales

8.2.1 Asia Pacific Medical Foods Market Estimates And Forecasts For Online Sales Channel, 2016 - 2030 (USD Million)



### 8.3 Retail Sales

8.3.1 Asia Pacific Medical Foods Market Estimates And Forecasts For Retail Sales Channel, 2016 - 2030 (USD Million)

### 8.4 Institutional Sales

8.4.1 Asia Pacific Medical Foods Market Estimates And Forecasts For Institutional Sales Channel, 2016 - 2030 (USD Million)

## **CHAPTER 9 ASIA PACIFIC MEDICAL FOODS MARKET: REGIONAL ESTIMATES AND TREND ANALYSIS, BY ROUTE OF ADMINISTRATION, PRODUCT, PAYMENT SCHEME, APPLICATION, & SALES CHANNEL**

9.1 Asia Pacific Medical Foods Market: Regional Movement Analysis, 2020 & 2030, USD Million

### 9.2 Asia Pacific

9.2.1 Asia Pacific Medical Foods Market Estimates And Forecasts, 2016 - 2030 (USD Million)

#### 9.2.2 Japan

9.2.2.1 Market estimates and forecasts, by route of administration, product type, application, and sales channel, 2016 - 2030 (USD Million)

#### 9.2.3 China

9.2.3.1 Market estimates and forecasts, by route of administration, product type, application, and sales channel, 2016 - 2030 (USD Million)

#### 9.2.4 Australia

9.2.4.1 Market estimates and forecasts, by route of administration, product type, application, and sales channel, 2016 - 2030 (USD Million)

#### 9.2.5 New Zealand

9.2.5.1 Market estimates and forecasts, by route of administration, product type, application, and sales channel, 2016 - 2030 (USD Million)

#### 9.2.6 India

9.2.6.1 Market estimates and forecasts, by route of administration, product type, application, and sales channel, 2016 - 2030 (USD Million)

#### 9.2.7 Singapore

9.2.7.1 Market estimates and forecasts, by route of administration, product type, application, and sales channel, 2016 - 2030 (USD Million)

#### 9.2.8 South Korea

9.2.8.1 Market estimates and forecasts, by route of administration, product type, application, and sales channel, 2016 - 2030 (USD Million)

## **CHAPTER 10 COMPETITIVE LANDSCAPE**

## 10.1 Company Profiles

### 10.1.1 Mead Johnson

- 10.1.1.1 Company Overview
- 10.1.1.2 Financial Performance
- 10.1.1.3 Product Benchmarking
- 10.1.1.4 Strategic Initiatives

### 10.1.2 SHS International Ltd

- 10.1.2.1 Company Overview
- 10.1.2.2 Financial Performance
- 10.1.2.3 Product Benchmarking
- 10.1.2.4 Strategic Initiatives

### 10.1.3 Synutra International Ltd

- 10.1.3.1 Company Overview
- 10.1.3.2 Financial Performance
- 10.1.3.3 Product Benchmarking
- 10.1.3.4 Strategic Initiatives

### 10.1.4 Nestle

- 10.1.4.1 Company Overview
- 10.1.4.2 Financial Performance
- 10.1.4.3 Product Benchmarking
- 10.1.4.4 Strategic Initiatives

### 10.1.5 Milupa GmbH

- 10.1.5.1 Company Overview
- 10.1.5.2 Financial Performance
- 10.1.5.3 Product Benchmarking
- 10.1.5.4 Strategic Initiatives

### 10.1.6 Danone

- 10.1.6.1 Company Overview
- 10.1.6.2 Financial Performance
- 10.1.6.3 Product Benchmarking
- 10.1.6.4 Strategic Initiatives

### 10.1.7 GlaxoSmithKline, PLC

- 10.1.7.1 Company overview
- 10.1.7.2 Financial performance
- 10.1.7.3 product benchmarking
- 10.1.7.4 Strategic Initiatives

### 10.1.8 Fresenius Kabi AG

- 10.1.8.1 Company Overview

- 10.1.8.2 Financial Performance
- 10.1.8.3 Product Benchmarking
- 10.1.8.4 Strategic Initiatives
- 10.1.9 Abbot
  - 10.1.9.1 Company overview
  - 10.1.9.2 Financial performance
  - 10.1.9.3 product benchmarking
  - 10.1.9.4 Strategic Initiatives

## List Of Tables

### LIST OF TABLES

TABLE 1 List of secondary data

TABLE 2 Asia Pacific medical foods market, by country, 2016 - 2030 (USD Million)

TABLE 3 Asia Pacific medical foods market, by route of administration, 2016 - 2030 (USD Million)

TABLE 4 Asia Pacific medical foods market, by product type, 2016 - 2030 (USD Million)

TABLE 5 Asia Pacific medical foods market, by application, 2016 - 2030 (USD Million)

TABLE 6 Asia Pacific orphan diseases specific medical foods market, by application, 2016 - 2030 (USD Million)

TABLE 7 Asia Pacific medical foods market, by sales channel, 2016 - 2030 (USD Million)

TABLE 8 Japan medical foods market, by route of administration, 2016 - 2030 (USD Million)

TABLE 9 Japan medical foods market, by product type, 2016 - 2030 (USD Million)

TABLE 10 Japan medical foods market, by application, 2016 - 2030 (USD Million)

TABLE 11 Japan orphan diseases specific medical foods market, by application, 2016 - 2030 (USD Million)

TABLE 12 Japan medical foods market, by sales channel, 2016 - 2030 (USD Million)

TABLE 13 China medical foods market, by route of administration, 2016 - 2030 (USD Million)

TABLE 14 China medical foods market, by product type, 2016 - 2030 (USD Million)

TABLE 15 China medical foods market, by application, 2016 - 2030 (USD Million)

TABLE 16 China orphan diseases specific medical foods market, by application, 2016 - 2030 (USD Million)

TABLE 17 China medical foods market, by sales channel, 2016 - 2030 (USD Million)

TABLE 18 Australia medical foods market, by route of administration, 2016 - 2030 (USD Million)

TABLE 19 Australia medical foods market, by product type, 2016 - 2030 (USD Million)

TABLE 20 Australia medical foods market, by application, 2016 - 2030 (USD Million)

TABLE 21 Australia orphan diseases specific medical foods market, by application, 2016 - 2030 (USD Million)

TABLE 22 Australia medical foods market, by sales channel, 2016 - 2030 (USD Million)

TABLE 23 New Zealand medical foods market, by route of administration, 2016 - 2030 (USD Million)

TABLE 24 New Zealand medical foods market, by product type, 2016 - 2030 (USD Million)

TABLE 25 New Zealand medical foods market, by application, 2016 - 2030 (USD Million)

Million)

TABLE 26 New Zealand orphan diseases specific medical foods market, by application, 2016 - 2030 (USD Million)

TABLE 27 New Zealand medical foods market, by sales channel, 2016 - 2030 (USD Million)

TABLE 28 India medical foods market, by route of administration, 2016 - 2030 (USD Million)

TABLE 29 India medical foods market, by product type, 2016 - 2030 (USD Million)

TABLE 30 India medical foods market, by application, 2016 - 2030 (USD Million)

TABLE 31 India orphan diseases specific medical foods market, by application, 2016 - 2030 (USD Million)

TABLE 32 India medical foods market, by sales channel, 2016 - 2030 (USD Million)

TABLE 33 Singapore medical foods market, by route of administration, 2016 - 2030 (USD Million)

TABLE 34 Singapore medical foods market, by product type, 2016 - 2030 (USD Million)

TABLE 35 Singapore medical foods market, by application, 2016 - 2030 (USD Million)

TABLE 36 Singapore orphan diseases specific medical foods market, by application, 2016 - 2030 (USD Million)

TABLE 37 Singapore medical foods market, by sales channel, 2016 - 2030 (USD Million)

TABLE 38 South Korea medical foods market, by route of administration, 2016 - 2030 (USD Million)

TABLE 39 South Korea medical foods market, by product type, 2016 - 2030 (USD Million)

TABLE 40 South Korea medical foods market, by application, 2016 - 2030 (USD Million)

TABLE 41 South Korea orphan diseases specific medical foods market, by application, 2016 - 2030 (USD Million)

TABLE 42 South Korea medical foods market, by sales channel, 2016 - 2030 (USD Million)

## List Of Figures

### LIST OF FIGURES

- FIG. 1 Asia Pacific medical foods market segmentation
- FIG. 2 Market research process
- FIG. 3 Information procurement
- FIG. 4 Primary research pattern
- FIG. 5 Asia Pacific medical foods market summary, 2021 (USD Million)
- FIG. 6 Medical foods market trends & outlook
- FIG. 7 Parent market analysis, 2021
- FIG. 8 Company market share analysis, 2021
- FIG. 9 Company market position analysis
- FIG. 10 Company market ranking, by region
- FIG. 11 Regional Map
- FIG. 12 Company market position analysis
- FIG. 13 Asia Pacific Medical foods market, route of administration outlook: Key takeaways, USD Million
- FIG. 14 Asia Pacific medical foods market: ROA movement analysis, 2021 & 2030 (USD Million)
- FIG. 15 Oral medical foods market estimates and forecasts, 2016 - 2030 (USD Million)
- FIG. 16 Enteral medical foods market estimates and forecasts, 2016 - 2030 (USD Million)
- FIG. 17 Asia Pacific medical foods market, product type outlook: Key takeaways, USD Million
- FIG. 18 Asia Pacific medical foods market: Product type movement analysis, 2021 & 2030 (USD Million)
- FIG. 19 Asia Pacific medical foods market estimates and forecasts for pills formulation, 2016 - 2030 (USD Million)
- FIG. 20 Asia Pacific medical foods market estimates and forecasts for powder formulation, 2016 - 2030 (USD Million)
- FIG. 21 Asia Pacific medical foods market estimates and forecasts for other formulations, 2016 - 2030 (USD Million)
- FIG. 22 Asia Pacific medical foods market, application outlook: Key takeaways, USD Million
- FIG. 23 Asia Pacific medical foods market: application movement analysis, 2021 & 2030 (USD Million)
- FIG. 24 Asia Pacific medical foods market estimates and forecasts for chronic kidney diseases, 2016 - 2030 (USD Million)
- FIG. 25 Asia Pacific medical foods market estimates and forecasts for minimal hepatic

encephalopathy, 2016 - 2030 (USD Million)

FIG. 26 Asia Pacific medical foods market estimates and forecasts for chemotherapy-induced diarrhea, 2016 - 2030 (USD Million)

FIG. 27 Asia Pacific medical foods market estimates and forecasts for pathogen-related infections, 2016 - 2030 (USD Million)

FIG. 28 Asia Pacific medical foods market estimates and forecasts for diabetic neuropathy, 2016 - 2030 (USD Million)

FIG. 29 Asia Pacific medical foods market estimates and forecasts for ADHD, 2016 - 2030 (USD Million)

FIG. 30 Asia Pacific medical foods market estimates and forecasts for depression, 2016 - 2030 (USD Million)

FIG. 31 Asia Pacific medical foods market estimates and forecasts for Alzheimer's disease, 2016 - 2030 (USD Million)

FIG. 32 Asia Pacific medical foods market estimates and forecasts for nutritional deficiency, 2016 - 2030 (USD Million)

FIG. 33 Asia Pacific medical foods market estimates and forecasts for orphan diseases, 2016 - 2030 (USD Million)

FIG. 34 Asia Pacific medical foods market estimates and forecasts for phenylketonuria, 2016 - 2030 (USD Million)

FIG. 35 Asia Pacific medical foods market estimates and forecasts for eosinophilic esophagitis, 2016 - 2030 (USD Million)

FIG. 36 Asia Pacific medical foods market estimates and forecasts for FPIES, 2016 - 2030 (USD Million)

FIG. 37 Asia Pacific medical foods market estimates and forecasts for other orphan diseases, 2016 - 2030 (USD Million)

FIG. 38 Asia Pacific medical foods market estimates and forecasts for wound healing, 2016 - 2030 (USD Million)

FIG. 39 Asia Pacific medical foods market estimates and forecasts for chronic diarrhea, 2016 - 2030 (USD Million)

FIG. 40 Asia Pacific medical foods market estimates and forecasts for constipation relief, 2016 - 2030 (USD Million)

FIG. 41 Asia Pacific medical foods market estimates and forecasts for protein booster, 2016 - 2030 (USD Million)

FIG. 42 Asia Pacific medical foods market estimates and forecasts for dysphagia, 2016 - 2030 (USD Million)

FIG. 43 Asia Pacific medical foods market estimates and forecasts for other diseases, 2016 - 2030 (USD Million)

FIG. 44 Asia Pacific medical foods market estimates and forecasts for Parkinson's disease, 2016 - 2030 (USD Million)



FIG. 45 Asia Pacific medical foods market estimates and forecasts for epilepsy, 2016 - 2030 (USD Million)

FIG. 46 Asia Pacific medical foods market estimates and forecasts for pain management, 2016 - 2030 (USD Million)

FIG. 47 Asia Pacific medical foods market estimates and forecasts for other cancer-related treatments, 2016 - 2030 (USD Million)

FIG. 48 Asia Pacific medical foods market, sales channel outlook: Key takeaways, USD Million

FIG. 49 Asia Pacific medical foods market: Sales channel movement analysis, 2020 & 2030 (USD Million)

FIG. 50 Asia Pacific medical foods market estimates and forecasts for online sales channel, 2016 - 2030 (USD Million)

FIG. 51 Asia Pacific medical foods market estimates and forecasts for retail sales channel, 2016 - 2030 (USD Million)

FIG. 52 Asia Pacific medical foods market estimates and forecasts for institutional sales channel, 2016 - 2030 (USD Million)

FIG. 53 Regional marketplace: Key takeaways

FIG. 54 Asia Pacific medical foods market: Regional movement analysis, 2021 & 2030 (USD Million)

FIG. 55 Asia Pacific medical foods market estimates and forecasts, 2016 - 2030 (USD Million)

FIG. 56 Japan medical foods market estimates and forecasts, 2016 - 2030 (USD Million)

FIG. 57 China medical foods market estimates and forecasts, 2016 - 2030 (USD Million)

FIG. 58 Australia medical foods market estimates and forecasts, 2016 - 2030 (USD Million)

FIG. 59 New Zealand medical foods market estimates and forecasts, 2016 - 2030 (USD Million)

FIG. 60 Spain medical foods market estimates and forecasts, 2016 - 2030 (USD Million)

FIG. 61 South Korea medical foods market estimates and forecasts, 2016 - 2030 (USD Million)

FIG. 62 Singapore medical foods market estimates and forecasts, 2016 - 2030 (USD Million)

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