

# **North America And Europe Medical Foods Market Size, Share & Trends Analysis Report By Route of Administration, By Product Type, By Payment Scheme, By Application, By Sales Channel, By Region, And Segment Forecasts, 2021 - 2028**

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## **Abstracts**

This report can be delivered to the clients within 48 Business Hours

### **North America And Europe Medical Foods Market Growth & Trends**

The North America and Europe medical foods market size is expected to reach USD 16.1 billion by 2028, according to a new report by Grand View Research, Inc. The market is expected to expand at a CAGR of 4.3% from 2021 to 2028. The growing prevalence of chronic diseases, COVID-19 pandemic, increasing geriatric population adopting medical foods, and surge in awareness regarding clinical nutrition among patients and healthcare professionals are factors boosting overall growth. In addition, the rise in the number of researches claiming positive results associated with the adoption and usage of medical foods is further propelling the market growth. As per the research paper published in the Food Science and Human Wellness journal in 2019, medical foods have shown symptomatic advantages in Alzheimer's disease. Axona, Souvenaid, and CerefoliNAC are some of the medical foods that have shown effects on people suffering from Alzheimer's disease.

As of 2020, the oral route of administration segment held the largest market share owing to a high preference for oral products over enteral, high commercial availability, and growing investment by major industry players. On the other hand, the enteral route segment is expected to register the fastest growth during the forecast period owing to constant improvements in enteral feeding formula and devices and the increasing

prevalence of target diseases. Growing awareness among the healthcare professionals and patient population regarding the benefits of enteral medical foods is one of the crucial factors anticipated to boost the overall market growth over the forecast period.

The others segment, which includes liquid, semi-liquid, and semi-solid, accounted for the majority of revenue share in 2020. Ease of administration and presence of a large product portfolio, which cater to various medical conditions are among key factors that can be attributed to its large revenue share. On the other hand, powder medical foods are expected to be the fastest-growing segment during the forecast period. Medical foods in the form of powdered formulae are suitable for patients of all age groups, especially in the case of the oral route. This, in turn, is aiding segment growth.

The non-reimbursed segment accounted for the largest revenue share in 2020 owing to the shortage of reimbursement coverage from healthcare payers in the U.S. and European Union. On the other hand, the reimbursed segment is anticipated to register the fastest growth during the forecast period. The growth is attributed to initiatives undertaken by the government to improve reimbursement coverage. For instance, several U.S. states passed legislation to limit out-of-pocket expenses for medical nutrition therapy, limiting it to USD 100-500 per medication per month, depending on insurance plan type to increase reimbursement coverage and boost adoption of medical foods.

In 2020, other diseases segment, which includes diseases and health conditions such as Parkinson's disease, epilepsy, and cancer-related conditions, held the largest revenue share of the market. Weight loss is a major physical change observed among cancer patients. Various medical foods are prescribed to supplement dietary requirements and enable faster recovery of patients. On the other hand, the diabetic neuropathy segment is anticipated to register the fastest growth during the forecast period. The large diseased population and rise in risk for developing neuropathy among diabetes patients are some of the key factors attributing to segment growth.

As of 2020, the institutional sales segment held the largest revenue share owing to the high consumption of medical foods for chronic disease management, primarily influenced by healthcare institutes such as hospitals, clinics, and care centers. Moreover, key players majorly rely on institutional sales channels through a group of sales representatives who sell directly to the healthcare institutions and physicians. On the other hand, the online sales segment is expected to register the fastest growth over the forecast period. This is owing to the lockdown imposed by the COVID-19 pandemic

and the convenience offered by the sales channel for ordering products at the comfort of their homes.

As of 2020, North America accounted for the highest revenue share and is expected to exhibit the fastest CAGR over the forecast period. This can be attributed to an increase in the prevalence of target diseases such as diabetes, cancer, malnutrition, obesity, and cardiovascular diseases in this region. The geriatric population is also significantly high in this region. Moreover, the local presence of key market players such as Abbott, Nestl?, Danone, and Fresenius Kabi and the high revenue generated by these companies in North America are among the key factors that can be attributed to the large market share.

#### North America And Europe Medical Foods Market Report Highlights

The market is anticipated to grow well over the forecast period owing to the increasing adoption of these products for fulfilling adequate nutritional requirements

The oral route of administration segment dominated the market in 2020 owing to increasing consumer preference for orally administered medical foods due to ease in their consumption

The others product type segment dominated the market in 2020 owing to high commercial availability and increasing application areas of the products included in the segment

The non-reimbursed payment scheme segment dominated the market in 2020 majorly due to the shortage of relevant reimbursement coverage for these products in the region

The others application segment dominated the market in 2020 owing to the increasing prevalence of diseases including epilepsy, Parkinson's disease, and cancer, and increasing demand for medical foods to fulfill daily nutritional requirement

The institutional sales channel segment dominated the market in 2020 owing to the high demand and consumption of oral and enteral medical foods in healthcare institutions including clinics, hospitals, and care centers

North America dominated the market in 2020 owing to the increase in healthcare spending and the presence of key market players in the region

## 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 Product Outlook
- 2.5 Competitive Insights
- 2.6 North America & Europe Medical Foods Market Snapshot

### CHAPTER 3 NORTH AMERICA & EUROPE 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 North America & Europe Medical Foods Market Analysis Tools
  - 3.7.1 North America & Europe 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 U.S. and Europe (2016-2028)
  - 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 North America & Europe Medical Foods Market

## **CHAPTER 4 NORTH AMERICA & EUROPE 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, 2020
- 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
- 4.6 SWOT Analysis of Medtrition, Inc.
  - 4.6.1 Strengths
  - 4.6.2 Weakness
  - 4.6.3 Opportunities
  - 4.6.4 Threats

## **CHAPTER 5 NORTH AMERICA & EUROPE MEDICAL FOODS MARKET: ROUTE OF ADMINISTRATION ESTIMATES & TREND ANALYSIS**

- 5.1 North America & Europe Medical Foods Market: Route of Administration (ROA) Movement Analysis, 2020 & 2028, USD Million
- 5.2 Oral
  - 5.2.1 Oral Medical Foods Market Estimates And Forecasts, 2016 - 2028 (USD Million)
- 5.3 Enteral
  - 5.3.1 Enteral Medical Foods Market Estimates And Forecasts, 2016 - 2028 (USD Million)

## **CHAPTER 6 NORTH AMERICA & EUROPE MEDICAL FOODS MARKET: PRODUCTS ESTIMATES & TREND ANALYSIS**

- 6.1 North America & Europe Medical Foods Market: Product Movement Analysis, 2020 & 2028, USD Million
- 6.2 Pills
  - 6.2.1 North America & Europe Medical Foods Market Estimates And Forecasts For Pills Formulation, 2016 - 2028 (USD Million)
- 6.3 Powder
  - 6.3.1 North America & Europe Medical Foods Market Estimates And Forecasts For Powder Formulation, 2016 - 2028 (USD Million)
- 6.4 Others
  - 6.4.1 North America & Europe Medical Foods Market Estimates And Forecasts For Other Formulations, 2016 - 2028 (USD Million)



## **CHAPTER 7 NORTH AMERICA & EUROPE MEDICAL FOODS MARKET: PAYMENT SCHEME ESTIMATES & TREND ANALYSIS**

7.1 North America & Europe Medical Foods Market: Payment Scheme Movement Analysis, 2020 & 2028, USD Million

7.2 Reimbursed

7.2.1 North America & Europe Medical Foods Market Estimates And Forecasts For Reimbursed, 2016 - 2028 (USD Million)

7.2.2 Diabetes

7.2.2.1 North America & Europe Medical foods market estimates and Forecasts for Diabetes (Reimbursed) 2016 - 2028 (USD Million)

7.2.3 Chronic Kidney Disease

7.2.3.1 North America & Europe Medical Foods Market Estimates And Forecasts For Chronic Kidney Disease (Ckd) (Reimbursed) 2016 - 2028 (USD Million)

7.2.4 Other Applications

7.2.4.1 North America & Europe Medical Foods Market Estimates And Forecasts For Other Applications (Reimbursed) 2016 - 2028 (USD Million)

7.3 Non-Reimbursed

7.3.1 North America & Europe Medical Foods Market Estimates And Forecasts For Non-Reimbursed, 2016 - 2028 (USD Million)

7.3.2 Diabetes

7.3.2.1 North America & Europe Medical foods market estimates and Forecasts for DIABETES (NON-REIMBURSED) 2016 - 2028 (USD Million)

7.3.3 Chronic Kidney Diseases

7.3.3.1 North America & Europe Medical foods market estimates and Forecasts for Chronic Kidney Disease (Ckd) (Reimbursed) 2016 - 2028 (USD Million)

7.3.4 Other Applications

7.3.4.1 North America & Europe Medical foods market estimates and Forecasts for Other Applications (Reimbursed) 2016 - 2028 (USD Million)

## **CHAPTER 8 NORTH AMERICA & EUROPE MEDICAL FOODS MARKET: APPLICATION ESTIMATES & TREND ANALYSIS**

8.1 North America & Europe Medical Foods Market: Application Movement Analysis, 2020 & 2028, USD Million

8.2 Chronic Kidney Diseases

8.2.1 North America & Europe Medical Foods Market Estimates And Forecasts For Chronic Kidney Diseases, 2016 - 2028 (USD Million)

8.3 Minimal Hepatic Encephalopathy



8.3.1 North America & Europe Medical Foods Market Estimates And Forecasts For Minimal Hepatic Encephalopathy, 2016 - 2028 (USD Million)

8.4 Chemotherapy Induced Diarrhea

8.4.1 North America & Europe Medical Foods Market Estimates And Forecasts For Chemotherapy Induced Diarrhea, 2016 - 2028 (USD Million)

8.5 Pathogen Related Infection

8.5.1 north america & europe medical foods market estimates and forecasts for pathogen related infections, 2016 - 2028 (usd million)

8.6 Diabetic Neuropathy

8.6.1 North America & Europe Medical Foods Market Estimates And Forecasts For Diabetic Neuropathy, 2016 - 2028 (USD Million)

8.7 ADHD

8.7.1 North America & Europe Medical Foods Market Estimates And Forecasts For Adhd, 2016 - 2028 (USD Million)

8.8 Depression

8.8.1 North America & Europe Medical Foods Market Estimates And Forecasts For Depression, 2016 - 2028 (USD Million)

8.9 Alzheimer's Disease

8.9.1 North America & Europe Medical Foods Market Estimates And Forecasts For Alzheimer's Disease, 2016 - 2028 (USD Million)

8.10 Nutritional Deficiency

8.10.1 North America & Europe Medical Foods Market Estimates And Forecasts For Nutritional Deficiency, 2016 - 2028 (USD Million)

8.11 Orphan Diseases

8.11.1 North America & Europe Medical Foods Market Estimates And Forecasts For Orphan Diseases, 2016 - 2028 (USD Million)

8.11.2 Phenylketonuria

8.11.2.1 North America and Europe Medical foods market estimates and Forecasts for Phenylketonuria, 2016 - 2028 (USD Million)

8.11.3 Eosinophilic Esophagitis

8.11.3.1 North America and Europe Medical foods market estimates and Forecasts for Eosinophilic Esophagitis, 2016 - 2028 (USD Million)

8.11.4 FPIES

8.11.4.1 North America and Europe Medical foods market estimates and Forecasts for FPIES, 2016 - 2028 (USD Million)

8.11.5 Other Orphan Diseases

8.11.5.1 North America and Europe Medical foods market estimates and Forecasts for Other orphan diseases, 2016 - 2028 (USD Million)

8.12 Wound Healing

8.12.1 North America & Europe Medical Foods Market Estimates And Forecasts For Wound Healing, 2016 - 2028 (USD Million)

8.13 Chronic Diarrhea

8.13.1 North America & Europe Medical Foods Market Estimates And Forecasts For Chronic Diarrhea, 2016 - 2028 (USD Million)

8.14 Constipation Relief

8.14.1 North America & Europe Medical Foods Market Estimates And Forecasts For Constipation Relief, 2016 - 2028 (USD Million)

8.15 Protein Booster

8.15.1 North America & Europe Medical Foods Market Estimates And Forecasts For Protein Booster, 2016 - 2028 (USD Million)

8.16 Dysphagia

8.16.1 North America & Europe Medical Foods Market Estimates And Forecasts For Dysphagia, 2016 - 2028 (USD Million)

8.17 Other Diseases

8.17.1 North America & Europe Medical Foods Market Estimates And Forecasts For Other Diseases, 2016 - 2028 (USD Million)

8.17.2 Parkinson's Disease

8.17.2.1 North America and Europe Medical foods market estimates and Forecasts for Parkinson's Disease, 2016 - 2028 (USD Million)

8.17.3 Epilepsy

8.17.3.1 North America and Europe Medical foods market estimates and Forecasts for Epilepsy, 2016 - 2028 (USD Million)

8.17.4 Pain Management

8.17.4.1 North America and Europe Medical foods market estimates and Forecasts for Pain Management, 2016 - 2028 (USD Million)

8.17.5 Other Cancer Related Treatments

8.17.5.1 North America and Europe Medical foods market estimates and Forecasts for Other Cancer Related Treatments, 2016 - 2028 (USD Million)

## **CHAPTER 9 NORTH AMERICA & EUROPE MEDICAL FOODS MARKET: SALES CHANNEL ESTIMATES & TREND ANALYSIS**

9.1 North America & Europe Medical Foods Market: Sales Channel Movement Analysis, 2020 & 2028, USD Million

9.2 Online Sales

9.2.1 North America & Europe Medical Foods Market Estimates And Forecasts For Online Sales Channel, 2016 - 2028 (USD Million)

9.3 Retail Sales

9.3.1 North America & Europe Medical Foods Market Estimates And Forecasts For Retail Sales Channel, 2016 - 2028 (USD Million)

9.4 Institutional Sales

9.4.1 North America & Europe Medical Foods Market Estimates And Forecasts For Institutional Sales Channel, 2016 - 2028 (USD Million)

## **CHAPTER 10 NORTH AMERICA & EUROPE MEDICAL FOODS MARKET: REGIONAL ESTIMATES AND TREND ANALYSIS, BY ROUTE OF ADMINISTRATION, PRODUCT, PAYMENT SCHEME, APPLICATION, & SALES CHANNEL**

10.1 North America & Europe Medical Foods Market: Regional Movement Analysis, 2020 & 2028, USD Million

10.2 North America

10.2.1 North America Medical Foods Market Estimates And Forecasts, 2016 - 2028 (USD Million)

10.2.2 U.S.

10.2.2.1 U.S. medical foods market estimates and forecasts, 2016 - 2028 (USD Million)

10.2.3 Canada

10.2.3.1 Canada medical foods market estimates and forecasts, 2016 - 2028 (USD Million)

10.3 Europe

10.3.1 Europe Medical Foods Market Estimates And Forecasts, 2016 - 2028 (USD Million)

10.3.2 U.K.

10.3.2.1 U.K. medical foods market estimates and forecasts, 2016 - 2028 (USD Million)

10.3.3 Germany

10.3.3.1 Germany medical foods market estimates and forecasts, 2016 - 2028 (USD Million)

10.3.4 France

10.3.4.1 France medical foods market estimates and forecasts, 2016 - 2028 (USD Million)

10.3.5 Spain

10.3.5.1 Spain medical foods market estimates and forecasts, 2016 - 2028 (USD Million)

10.3.6 Italy

10.3.6.1 Italy medical foods market estimates and forecasts, 2016 - 2028 (USD Million)

Million)

#### 10.3.7 Russia

10.3.7.1 Russia medical foods market estimates and forecasts, 2016 - 2028 (USD Million)

## **CHAPTER 11 COMPETITIVE LANDSCAPE**

### 11.1 Company Profiles

#### 11.1.1 DANONE

- 11.1.1.1 Company Overview
- 11.1.1.2 Financial Performance
- 11.1.1.3 Product Benchmarking
- 11.1.1.4 Strategic Initiatives

#### 11.1.2 NESTLE

- 11.1.2.1 Company Overview
- 11.1.2.2 Financial Performance
- 11.1.2.3 Product Benchmarking
- 11.1.2.4 Strategic Initiatives

#### 11.1.3 ABBOTT

- 11.1.3.1 Company Overview
- 11.1.3.2 Financial Performance
- 11.1.3.3 Product Benchmarking
- 11.1.3.4 Strategic Initiatives

#### 11.1.4 TARGETED MEDICAL PHARMA INC

- 11.1.4.1 Company Overview
- 11.1.4.2 Financial Performance
- 11.1.4.3 Product Benchmarking
- 11.1.4.4 Strategic Initiatives

#### 11.1.5 PRIMUS PHARMACEUTICALS, INC.

- 11.1.5.1 Company Overview
- 11.1.5.2 Financial Performance
- 11.1.5.3 Product Benchmarking

#### 11.1.6 MEAD JOHNSON & COMPANY, LLC

- 11.1.6.1 Company Overview
- 11.1.6.2 Financial Performance
- 11.1.6.3 Product Benchmarking
- 11.1.6.4 Strategic Initiatives

#### 11.1.7 MEDTRITION INC.

- 11.1.7.1 Company overview

- 11.1.7.2 Financial performance
- 11.1.7.3 product benchmarking
- 11.1.8 FRESENIUS KABI AG
  - 11.1.8.1 Company Overview
  - 11.1.8.2 Financial Performance
  - 11.1.8.3 Product Benchmarking
  - 11.1.8.4 Strategic Initiatives

## List Of Tables

### LIST OF TABLES

TABLE 1 List of secondary data

TABLE 2 North America and Europe medical foods market, by region, 2016 - 2028 (USD Million)

TABLE 3 North America and Europe medical foods market, by route of administration, 2016 - 2028 (USD Million)

TABLE 4 North America and Europe medical foods market, by product type, 2016 - 2028 (USD Million)

TABLE 5 North America and Europe medical foods market, by payment scheme, 2016 - 2028 (USD Million)

TABLE 6 North America and Europe reimbursement medical foods market, by Application reimbursed, 2016 - 2028 (USD Million)

TABLE 7 North America and Europe non-reimbursement medical foods market, by Application not reimbursed, 2016 - 2028 (USD Million)

TABLE 8 North America and Europe medical foods market, by application, 2016 - 2028 (USD Million)

TABLE 9 North America and Europe orphan diseases specific medical foods market, by application, 2016 - 2028 (USD Million)

TABLE 10 North America and Europe other diseases medical foods market, by application, 2016 - 2028 (USD Million)

TABLE 11 North America and Europe medical foods market, by sales channel, 2016 - 2028 (USD Million)

TABLE 12 North America medical foods market, by country, 2016 - 2028 (USD Million)

TABLE 13 North America medical foods market, by route of administration, 2016 - 2028 (USD Million)

TABLE 14 North America medical foods market, by product type, 2016 - 2028 (USD Million)

TABLE 15 North America medical foods market, by payment scheme, 2016 - 2028 (USD Million)

TABLE 16 North America reimbursement medical foods market, by type of Application reimbursed, 2016 - 2028 (USD Million)

TABLE 17 North America non-reimbursement medical foods market, by type of Application not reimbursed, 2016 - 2028 (USD Million)

TABLE 18 North America medical foods market, by application, 2016 - 2028 (USD Million)

TABLE 19 North America orphan diseases specific medical foods market, by

application, 2016 - 2028 (USD Million)

TABLE 20 North America other diseases medical foods market, by application, 2016 - 2028 (USD Million)

TABLE 21 North America medical foods market, by sales channel, 2016 - 2028 (USD Million)

TABLE 22 U.S. medical foods market, by route of administration, 2016 - 2028 (USD Million)

TABLE 23 U.S. medical foods market, by product type, 2016 - 2028 (USD Million)

TABLE 24 U.S. medical foods market, by payment scheme, 2016 - 2028 (USD Million)

TABLE 25 U.S. reimbursement medical foods market, by type of Application reimbursed, 2016 - 2028 (USD Million)

TABLE 26 U.S. non-reimbursement medical foods market, by type of Application not reimbursed, 2016 - 2028 (USD Million)

TABLE 27 U.S. medical foods market, by application, 2016 - 2028 (USD Million)

TABLE 28 U.S. orphan diseases specific medical foods market, by application, 2016 - 2028 (USD Million)

TABLE 29 U.S. other diseases medical foods market, by application, 2016 - 2028 (USD Million)

TABLE 30 U.S. medical foods market, by sales channel, 2016 - 2028 (USD Million)

TABLE 31 Canada medical foods market, by route of administration, 2016 - 2028 (USD Million)

TABLE 32 Canada medical foods market, by product type, 2016 - 2028 (USD Million)

TABLE 33 Canada medical foods market, by payment scheme, 2016 - 2028 (USD Million)

TABLE 34 Canada reimbursement medical foods market, by type of Application reimbursed, 2016 - 2028 (USD Million)

TABLE 35 Canada non-reimbursement medical foods market, by type of Application not reimbursed, 2016 - 2028 (USD Million)

TABLE 36 Canada medical foods market, by application, 2016 - 2028 (USD Million)

TABLE 37 Canada orphan diseases specific medical foods market, by application, 2016 - 2028 (USD Million)

TABLE 38 Canada other diseases medical foods market, by application, 2016 - 2028 (USD Million)

TABLE 39 Canada medical foods market, by sales channel, 2016 - 2028 (USD Million)

TABLE 40 Europe medical foods market, by region, 2016 - 2028 (USD Million)

TABLE 41 Europe medical foods market, by route of administration, 2016 - 2028 (USD Million)

TABLE 42 Europe medical foods market, by product type, 2016 - 2028 (USD Million)

TABLE 43 Europe medical foods market, by payment scheme, 2016 - 2028 (USD



Million)

TABLE 44 Europe reimbursement medical foods market, by type of Application reimbursed, 2016 - 2028 (USD Million)

TABLE 45 Europe non-reimbursement medical foods market, by type of Application not reimbursed, 2016 - 2028 (USD Million)

TABLE 46 Europe medical foods market, by application, 2016 - 2028 (USD Million)

TABLE 47 Europe orphan diseases specific medical foods market, by application, 2016 - 2028 (USD Million)

TABLE 48 Europe other diseases medical foods market, by application, 2016 - 2028 (USD Million)

TABLE 49 Europe medical foods market, by sales channel, 2016 - 2028 (USD Million)

TABLE 50 U.K. medical foods market, by route of administration, 2016 - 2028 (USD Million)

TABLE 51 U.K. medical foods market, by product type, 2016 - 2028 (USD Million)

TABLE 52 U.K. medical foods market, by payment scheme, 2016 - 2028 (USD Million)

TABLE 53 U.K. reimbursement medical foods market, by type of Application reimbursed, 2016 - 2028 (USD Million)

TABLE 54 U.K. non-reimbursement medical foods market, by type of Application not reimbursed, 2016 - 2028 (USD Million)

TABLE 55 U.K. medical foods market, by application, 2016 - 2028 (USD Million)

TABLE 56 U.K. orphan diseases specific medical foods market, by application, 2016 - 2028 (USD Million)

TABLE 57 U.K. other diseases medical foods market, by application, 2016 - 2028 (USD Million)

TABLE 58 U.K. medical foods market, by sales channel, 2016 - 2028 (USD Million)

TABLE 59 Germany medical foods market, by route of administration, 2016 - 2028 (USD Million)

TABLE 60 Germany medical foods market, by product type, 2016 - 2028 (USD Million)

TABLE 61 Germany medical foods market, by payment scheme, 2016 - 2028 (USD Million)

TABLE 62 Germany reimbursement medical foods market, by type of Application reimbursed, 2016 - 2028 (USD Million)

TABLE 63 Germany non-reimbursement medical foods market, by type of Application not reimbursed, 2016 - 2028 (USD Million)

TABLE 64 Germany medical foods market, by application, 2016 - 2028 (USD Million)

TABLE 65 Germany orphan diseases specific medical foods market, by application, 2016 - 2028 (USD Million)

TABLE 66 Germany other diseases medical foods market, by application, 2016 - 2028 (USD Million)

TABLE 67 Germany medical foods market, by sales channel, 2016 - 2028 (USD Million)

TABLE 68 France medical foods market, by route of administration, 2016 - 2028 (USD Million)

TABLE 69 France medical foods market, by product type, 2016 - 2028 (USD Million)

TABLE 70 France medical foods market, by payment scheme, 2016 - 2028 (USD Million)

TABLE 71 France reimbursement medical foods market, by type of Application reimbursed, 2016 - 2028 (USD Million)

TABLE 72 France non-reimbursement medical foods market, by type of Application not reimbursed, 2016 - 2028 (USD Million)

TABLE 73 France medical foods market, by application, 2016 - 2028 (USD Million)

TABLE 74 France orphan diseases specific medical foods market, by application, 2016 - 2028 (USD Million)

TABLE 75 France other diseases medical foods market, by application, 2016 - 2028 (USD Million)

TABLE 76 France medical foods market, by sales channel, 2016 - 2028 (USD Million)

TABLE 77 Italy medical foods market, by route of administration, 2016 - 2028 (USD Million)

TABLE 78 Italy medical foods market, by product type, 2016 - 2028 (USD Million)

TABLE 79 Italy medical foods market, by payment scheme, 2016 - 2028 (USD Million)

TABLE 80 Italy reimbursement medical foods market, by type of Application reimbursed, 2016 - 2028 (USD Million)

TABLE 81 Italy non-reimbursement medical foods market, by type of Application not reimbursed, 2016 - 2028 (USD Million)

TABLE 82 Italy medical foods market, by application, 2016 - 2028 (USD Million)

TABLE 83 Italy orphan diseases specific medical foods market, by application, 2016 - 2028 (USD Million)

TABLE 84 Italy other diseases medical foods market, by application, 2016 - 2028 (USD Million)

TABLE 85 Italy medical foods market, by sales channel, 2016 - 2028 (USD Million)

TABLE 86 Spain medical foods market, by route of administration, 2016 - 2028 (USD Million)

TABLE 87 Spain medical foods market, by product type, 2016 - 2028 (USD Million)

TABLE 88 Spain medical foods market, by payment scheme, 2016 - 2028 (USD Million)

TABLE 89 Spain reimbursement medical foods market, by type of Application reimbursed, 2016 - 2028 (USD Million)

TABLE 89 Spain non-reimbursement medical foods market, by type of Application not reimbursed, 2016 - 2028 (USD Million)

TABLE 90 Spain medical foods market, by application, 2016 - 2028 (USD Million)

TABLE 91 Spain orphan diseases specific medical foods market, by application, 2016 - 2028 (USD Million)

TABLE 92 Spain other diseases medical foods market, by application, 2016 - 2028 (USD Million)

TABLE 93 Spain medical foods market, by sales channel, 2016 - 2028 (USD Million)

TABLE 94 Russia medical foods market, by route of administration, 2016 - 2028 (USD Million)

TABLE 95 Russia medical foods market, by product type, 2016 - 2028 (USD Million)

TABLE 96 Russia medical foods market, by payment scheme, 2016 - 2028 (USD Million)

TABLE 97 Russia reimbursement medical foods market, by type of Application reimbursed, 2016 - 2028 (USD Million)

TABLE 98 Russia non-reimbursement medical foods market, by type of Application not reimbursed, 2016 - 2028 (USD Million)

TABLE 99 Russia medical foods market, by application, 2016 - 2028 (USD Million)

TABLE 100 Russia orphan diseases specific medical foods market, by application, 2016 - 2028 (USD Million)

TABLE 101 Russia other diseases medical foods market, by application, 2016 - 2028 (USD Million)

TABLE 102 Russia medical foods market, by sales channel, 2016 - 2028 (USD Million)

## List Of Figures

### LIST OF FIGURES

- Fig. 1 North America & Europe medical foods market segmentation
- Fig. 2 Market research process
- Fig. 3 Information procurement
- Fig. 4 Primary research pattern
- Fig. 5 North America & Europe medical foods market summary, 2020 (USD Million)
- Fig. 6 Medical foods market trends & outlook
- Fig. 7 Parent market analysis, 2020
- Fig. 8 Company market share analysis, 2020
- 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 North America & Europe Medical foods market, route of administration outlook: Key takeaways, USD Million
- Fig. 14 North America & Europe medical foods market: ROA movement analysis, 2020 & 2028 (USD Million)
- Fig. 15 Oral medical foods market estimates and forecasts, 2016 - 2028 (USD Million)
- Fig. 16 Enteral medical foods market estimates and forecasts, 2016 - 2028 (USD Million)
- Fig. 17 North America & Europe medical foods market, product type outlook: Key takeaways, USD Million
- Fig. 18 North America & Europe medical foods market: product type movement analysis, 2020 & 2028 (USD Million)
- Fig. 19 North America & Europe medical foods market estimates and forecasts for pills formulation, 2016 - 2028 (USD Million)
- Fig. 20 North America & Europe medical foods market estimates and forecasts for powder formulation, 2016 - 2028 (USD Million)
- Fig. 21 North America & Europe medical foods market estimates and forecasts for other formulations, 2016 - 2028 (USD Million)
- Fig. 22 North America & Europe medical foods market, payment scheme outlook: Key takeaways, USD Million
- Fig. 23 North America & Europe medical foods market: payment scheme movement analysis, 2020 & 2028 (USD Million)
- Fig. 24 North America & Europe medical foods market estimates and forecasts for reimbursed, 2016 - 2028 (USD Million)

Fig. 25 North America & Europe medical foods market estimates and forecasts for diabetes (reimbursed) 2016 - 2028 (USD Million)

Fig. 26 North America & Europe medical foods market estimates and forecasts for CKD (reimbursed) 2016 - 2028 (USD Million)

Fig. 27 North America & Europe medical foods market estimates and forecasts for other applications (reimbursed) 2016 - 2028 (USD Million)

Fig. 28 North America & Europe medical foods market estimates and forecasts for non-reimbursed, 2016 - 2028 (USD Million)

Fig. 29 North America & Europe medical foods market estimates and forecasts for diabetes (non-reimbursed) 2016 - 2028 (USD Million)

Fig. 30 North America & Europe medical foods market estimates and forecasts for CKD (non-reimbursed) 2016 - 2028 (USD Million)

Fig. 31 North America & Europe medical foods market estimates and forecasts for other applications (non-reimbursed) 2016 - 2028 (USD Million)

Fig. 32 North America & Europe medical foods market, application outlook: Key takeaways, USD Million

Fig. 33 North America & Europe medical foods market: application movement analysis, 2020 & 2028 (USD Million)

Fig. 34 North America & Europe medical foods market estimates and forecasts for chronic kidney diseases, 2016 - 2028 (USD Million)

Fig. 35 North America & Europe medical foods market estimates and forecasts for minimal hepatic encephalopathy, 2016 - 2028 (USD Million)

Fig. 36 North America & Europe medical foods market estimates and forecasts for chemotherapy induced diarrhea, 2016 - 2028 (USD Million)

Fig. 37 North America & Europe medical foods market estimates and forecasts for pathogen related infections, 2016 - 2028 (USD Million)

Fig. 38 North America & Europe medical foods market estimates and forecasts for diabetic neuropathy, 2016 - 2028 (USD Million)

Fig. 39 North America & Europe medical foods market estimates and forecasts for ADHD, 2016 - 2028 (USD Million)

Fig. 40 North America & Europe medical foods market estimates and forecasts for depression, 2016 - 2028 (USD Million)

Fig. 41 North America & Europe medical foods market estimates and forecasts for Alzheimer's disease, 2016 - 2028 (USD Million)

Fig. 42 North America & Europe medical foods market estimates and forecasts for nutritional deficiency, 2016 - 2028 (USD Million)

Fig. 43 North America & Europe medical foods market estimates and forecasts for orphan diseases, 2016 - 2028 (USD Million)

Fig. 44 North America & Europe medical foods market estimates and forecasts for



phenylketonuria, 2016 - 2028 (USD Million)

Fig. 45 North America & Europe medical foods market estimates and forecasts for eosinophilic esophagitis, 2016 - 2028 (USD Million)

Fig. 46 North America & Europe medical foods market estimates and forecasts for FPIES, 2016 - 2028 (USD Million)

Fig. 47 North America & Europe medical foods market estimates and forecasts for other orphan diseases, 2016 - 2028 (USD Million)

Fig. 48 North America & Europe medical foods market estimates and forecasts for wound healing, 2016 - 2028 (USD Million)

Fig. 49 North America & Europe medical foods market estimates and forecasts for chronic diarrhea, 2016 - 2028 (USD Million)

Fig. 50 North America & Europe medical foods market estimates and forecasts for constipation relief, 2016 - 2028 (USD Million)

Fig. 51 North America & Europe medical foods market estimates and forecasts for protein booster, 2016 - 2028 (USD Million)

Fig. 52 North America & Europe medical foods market estimates and forecasts for dysphagia, 2016 - 2028 (USD Million)

Fig. 53 North America & Europe medical foods market estimates and forecasts for other diseases, 2016 - 2028 (USD Million)

Fig. 54 North America & Europe medical foods market estimates and forecasts for Parkinson's disease, 2016 - 2028 (USD Million)

Fig. 55 North America & Europe medical foods market estimates and forecasts for epilepsy, 2016 - 2028 (USD Million)

Fig. 56 North America & Europe medical foods market estimates and forecasts for pain management, 2016 - 2028 (USD Million)

Fig. 57 North America & Europe medical foods market estimates and forecasts for other cancer related treatments, 2016 - 2028 (USD Million)

Fig. 58 North America & Europe medical foods market, sales channel outlook: Key takeaways, USD Million

Fig. 59 North America & Europe medical foods market: Sales channel movement analysis, 2020 & 2028 (USD Million)

Fig. 60 North America & Europe medical foods market estimates and forecasts for online sales channel, 2016 - 2028 (USD Million)

Fig. 61 North America & Europe medical foods market estimates and forecasts for retail sales channel, 2016 - 2028 (USD Million)

Fig. 62 North America & Europe medical foods market estimates and forecasts for institutional sales channel, 2016 - 2028 (USD Million)

Fig. 63 Regional marketplace: Key takeaways

Fig. 64 North America & Europe medical foods market: Regional movement analysis,

2020 & 2028 (USD Million)

Fig. 65 North America medical foods market estimates and forecasts, 2016 - 2028 (USD Million)

Fig. 66 U.S. medical foods market estimates and forecasts, 2016 - 2028 (USD Million)

Fig. 67 Canada medical foods market estimates and forecasts, 2016 - 2028 (USD Million)

Fig. 68 Europe medical foods market estimates and forecasts, 2016 - 2028 (USD Million)

Fig. 69 U.K. medical foods market estimates and forecasts, 2016 - 2028 (USD Million)

Fig. 70 Germany medical foods market estimates and forecasts, 2016 - 2028 (USD Million)

Fig. 71 France medical foods market estimates and forecasts, 2016 - 2028 (USD Million)

Fig. 72 Spain medical foods market estimates and forecasts, 2016 - 2028 (USD Million)

Fig. 73 Italy medical foods market estimates and forecasts, 2016 - 2028 (USD Million)

Fig. 74 Russia medical foods market estimates and forecasts, 2016 - 2028 (USD Million)



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