

The 2023 Report on Functional Foods: World Market Segmentation by City

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Abstracts

This report was created for global strategic planners who cannot be content with traditional methods of segmenting world markets. With the advent of a 'borderless world', cities become a more important criteria in prioritizing markets, as opposed to regions, continents, or countries. This report covers the top 2,000 cities in over 200 countries. It does so by reporting the estimated market size (in terms of latent demand) for each major city of the world. It then ranks these cities and reports them in terms of their size as a percent of the country where they are located, their geographic region (e.g. Africa, Asia, Europe, Middle East, North America, Latin America), and the total world market.

In this report we define the sales of functional foods as including all commonly understood products falling within this broad category, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include Abbot Laboratories, ADUNA, Aesthetic, Aggelakis SA, Alara Wholefoods, Alere, Alimentos Sanygran S.L., AlpiPan S.R.L., Alpro, Alterial Les Recettes de Celiane, Alternis S?rl, Amazing Grass, Amazon.com, Amway, Andros Group, Annie's, Inc., Archer Daniels Midland (ADM), Arla Foods, Associated British Foods, Aston Foods and Food Ingredients, Atrium Innovations, Balsajo Black Garlic (UK), Ltd., Balviten Sp.z.o.o, BASF, Benecol Business, BetterBody Foods, Big Bear Group, Bioalimenta SRL, Bioferme Oy, Biogran, Biotrap, Biovegan GmbH, Bisco Misr, Blue Bottle Coffee, Bonvita B.V., Bo-Shin Flavors & Food Ingredients Ins, Botaniex, Bravo Europe, C. Hahne Muhlenwerke GmbH, Cargill, Centrale Danone, CFR Pharmaceuticals, Chameleon Cold-Brew, Chamtor SA, Changsha Gree Biotechnology Company, Ltd., Chicago Bar Company, LLC, Chr. Hansen, Cilag GmbH International, Coca- Cola Company, Creative Nature, Damhert Nutrition, Danone, De Halm, Devondale Murray Goulburn, Domretor, Dr Pepper Snapple Group, DuPont, E.I. Du Pont De Nemours, Eaststarch

C.V, Facundo Blanco SA, Fitplein.nl B.V., FUNCTIONAL Foods, Inc., Galderma, Geneferm Biotechnology, General Mills, GFR Pharma, Gilro, Ltd., Glanbia, GlaxoSmithKline plc (GSK), Grass Advantage LLC (Amazing Grass), Green Island International TCM Group, Ltd., Groupe Danone, Halayeb, Hanmi Natural Nutrition Company, Ltd., HARKE GROUP, Healthy Foods Supplies, Ltd., Heinz, Herbalife, Hi-Food SPA, Hion, Ltd., IDEV Technologies, Ingredion, Insect Biotech, IREKS, Jentschura International GmbH, Kellogg Company, Kerry Group, KFSU, Kiantama, Kirin Holdings Company, Koninklijke DSM, Kreglinger Europe, Lanxess Aktiengesellschaft, LB Bulgaricum, Leader Foods, Lifefood Czech Republic s.r.o., Lifeplan, Ltd., Linwoods Health Foods, Loaf Of Nature, Lucy Bee, Lyckeby Starch, Mars, Mass Foods, Mattisson Healthcare, Medical, Megmilk snow brand Company, Meiji Group, Merric Pet Care, Natureal, Natures Aid, Naturya, Navitas Naturals, Nestle, Nestl?, Novotech Nutraceuticals, Nurture, Nutri-Nation, Nutrisens SaS, Nutrition Dynamics, Ocean Spray Cranberries, Of The Earth Superfoods, OptiMedica Corporation, Orgain, Organic Burst World SA, Origin Earth, Ltd., Orkla Group, OSKRI, Otsuka Pharmaceutical Company, PepsiCo, Pfizer Nutrition, Pharmacare EUROPE, Ltd., Primal Food, Ltd., Puratos, Quegen Biotech, Raisio Group, Rcl Foods, Red Bull, Ritmo INVESTIMENTOS, Royal FrieslandCampina, Sanitarium Health & Wellbeing Company, Sinorey Foods Company, Ltd., Specialty Commodities, Inc., St. Jude, STANDARD FUNCTIONAL FOOD GROUPS, Inc., Stonegate, Suntory, Super Foodies, Superfruit Scandinavia, SuperLife, Ltd., Tate & Lyle, Tendyne Holdings, Inc., The Coca-Cola Company, thinkThin, LLC, Toda Kogyo, Unilever, Valio, Veropharm, Vivatinell, Wal-Mart Stores, WhiteWave, WILD Flavours, Xi'an Aquar Technoplogy & Business Company, Ltd., Yakult Honsha Company, and Zingology, Ltd.. In addition to the sources indicated, additional information available to the public via news and/or press releases published by players in the industry was considered in defining and calibrating this category. All figures are in a common currency (U.S. dollars, millions) and are not adjusted for inflation (i.e., they are current values). Exchange rates used to convert to U.S. dollars are averages for the year in question. Future exchange rates are assumed to be constant in the future at the current level (the average of the year of this publication's release in 2022).

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