

# The 2023-2028 Outlook for Nutraceuticals in the United States

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## Abstracts

This study covers the latent demand outlook for nutraceuticals across the states and cities of the United States. Latent demand (in millions of U.S. dollars), or potential industry earnings (P.I.E.) estimates are given across some 12,600 cities in the United States. For each city in question, the percent share the city is of its state and of the United States as a whole is reported. These comparative benchmarks allow the reader to quickly gauge a city vis-à-vis others. This statistical approach can prove very useful to distribution and/or sales force strategies. Using econometric models which project fundamental economic dynamics within each state and city, latent demand estimates are created for nutraceuticals. This report does not discuss the specific players in the market serving the latent demand, nor specific details at the product level. The study also does not consider short-term cyclicalities that might affect realized sales. The study, therefore, is strategic in nature, taking an aggregate and long-run view, irrespective of the players or products involved.

In this report we define the sales of nutraceuticals 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 Abbott, Advanced Orthomolecular Research, Inc., Ajinomoto Company, Inc., Aland (Jiangsu) Nutraceutical Company, AMGRAPH Packaging, Amway, AOR Canada, Archer Daniels Midland, Arista Industries, ARKOPHARMA Laboratories, Arla Foods, B. Braun, Bactolac Pharmaceuticals, BASF, Baxter International, Bayer Healthcare, BENE0-Orafti, Boehringer Ingelheim, Cargill, Cosucra Groupe Warcoing, Croda International, CytoSport, Danisco, Danone, Dean Foods, DSM, DuPont, E. I. Du Pont De Nemours and Company, General Mills, Glanbia, GlaxoSmithKline, Glenroy, Hain Celestial Group, Herbal Life, ICU Medical, Ingredion, Innophos, JohnsByrne Company, Johnson & Johnson, Kellogg Company, Kirkman Group, Martek Biosciences, Matsun Nutrition,

Mead Johnson Nutrition Company, Meiji Holdings Company, MJS Packaging, Natrol, Natural Products, Nestle, Nestl?, Nestle Nutrition, Nordic Naturals, NuEra Nutraceuticals, Inc., Nutraceutical, Omega Protein, Otsuka Pharmaceutical Company, Parry Nutraceuticals, PepsiCo, Pharmavite®, Red Bull, Rockstar, Royal DSM, Seven Seas, Suntory Holdings, The Archer Daniels Midland Company, Valensa International, WR Grace, Yakult Honsha Company, and Zymes, LLC. 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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