

The 2023 Report on Health Ingredients: 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 health ingredients 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 Archer Daniels Midland Company, Arla Foods, Associated British Foods, BASF, Cargill, Corbion, DowDuPont, E. I. Du Pont De Nemours and Company, Ingredion, Kerry Group, Koninklijke DSM, Lonza Group, Royal FrieslandCampina, Tate & Lyle, and The Archer Daniels Midland Company. 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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5.98 LIBERIA 5.99 LIBYA **5.100 LIECHTENSTEIN** 5.101 LITHUANIA 5.102 LUXEMBOURG 5.103 MACAU 5.104 MACEDONIA 5.105 MADAGASCAR 5.106 MALAWI 5.107 MALAYSIA 5.108 MALI 5.109 MALTA 5.110 MAURITANIA 5.111 MAURITIUS 5.112 MEXICO 5.113 MICRONESIA 5.114 MOLDOVA 5.115 MONACO 5.116 MONGOLIA 5.117 MONTENEGRO 5.118 MOROCCO 5.119 MOZAMBIQUE 5.120 MYANMAR **5.121 NAMIBIA** 5.122 NAURU 5.123 NEPAL 5.124 NEW CALEDONIA 5.125 NEW ZEALAND 5.126 NICARAGUA 5.127 NIGER **5.128 NIGERIA** 5.129 NIUE 5.130 NORFOLK ISLAND 5.131 NORTH KOREA **5.132 NORWAY** 5.133 OMAN 5.134 PAKISTAN 5.135 PALAU 5.136 PALESTINE



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