

Asia-Pacific Phytosterols Market (2016 - 2022)

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Abstracts

Phytosterols or plant sterols are the group of molecules having a specific shape and size. It could be found in plants and animals. The most common types of sterols which can be used in human diet are Campesterol, Beta Sitosterol, gamma Sitosterol and Stigmasterol. Phytosterols are mainly used in medicines, food & beverages and cosmetics industry. It is very beneficial for heart and brain related diseases. Studies suggested that phytosterols could play a very vital role in the reduction of heart diseases and also it helps in the prevention from Alzheimer's diseases. Doctors or physicians also suggest for phytosterols in diet, as it helps against the development of cancer related diseases. In Addition, phytosterols also helps in lowering cholesterol and provides benefits to the skin as well.

The count for cardiovascular diseases is very high in countries like China, India and Singapore. Main cause of cardiovascular diseases are smoking and changing lifestyle. Government and other officials are taking action plans to spread the awareness for healthy lifestyle and also coming up with the strategies for expanding the usage of phytosterols in food & beverages. South Australia has also signed up to supply more dairy products in India. Hence, in future Asia-Pacific would be contributing in the growth of Phytosterol market.

Japan had also increased its production in phytosterols added hair products. Japanese companies are also launching new phytosterols added hair products such as Burdock Oil. The demand for product is also expanding in other Asian regions as well. Additionally, In Australia, Coca-Cola is seeking for the approval for adding phytosterols in their juice product. The products will be specifically marketed to adult consumers, generally over the age of 40, with concerns about their blood cholesterol level.

The Phytosterol market has been segmented on the basis of application, type and geography. Based on Application, the market is segmented into food ingredients,

cosmetics, pharmaceuticals and feed. Food ingredients have the largest count for Phytosterol owing to increasing demand for healthy eatables. Based on Type, the market is segmented into four categories namely Campesterol, Beta Sitosterol, gamma Sitosterol and Stigmasterol. Based on country, the market is segmented into China, Japan, Australia, India, South Korea, Singapore, and Rest of Asia-Pacific.

The report covers the analysis of key stake holders of the Phytosterols market. Key companies profiled in the report include Archer Daniels Midland Company, Cargill, Inc., BASF SE, E.I. DU Pont De Nemours And Company, Raisio Plc, Unilever, Arboris, Pharmachem Laboratories, Inc. and Gustav Paramentier GmbH.

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