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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,

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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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Contents

CHAPTER 1. MARKET SCOPE & METHODOLOGY

1.1 Market Definition
1.2 Objectives
1.3 Market Scope
1.4 Segmentation
  1.4.1 Asia-Pacific Phytosterols Market, Application
  1.4.2 Asia-Pacific Phytosterols Market, by Type
  1.4.3 Asia-Pacific Phytosterols Market, by Country
1.5 Methodology for the research

CHAPTER 2. EXECUTIVE SUMMARY

CHAPTER 3. MARKET OVERVIEW

3.1 Introduction
3.2 Drivers, Restraints and Opportunities
  3.2.1 Market Drivers
  3.2.2 Market Restraints

CHAPTER 4. ASIA-PACIFIC PHYTOSTEROLS MARKET

4.1 Asia-Pacific Phytosterols Market by Application
  4.1.1 Asia-Pacific Food Ingredients Phytosterols Market by Country
  4.1.2 Asia-Pacific Pharmaceuticals Phytosterols Market by Country
  4.1.3 Asia-Pacific Cosmetics Phytosterols by Country

CHAPTER 5. ASIA-PACIFIC PHYTOSTEROLS MARKET BY TYPE

5.1 Introduction
  5.1.1 Asia-Pacific Beta-sitosterols Phytosterols Market by Country
  5.1.2 Asia-Pacific Campesterols Phytosterols Market by Country
  5.1.3 Asia-Pacific Stigmasterols Phytosterols Market by Country
  5.1.4 Asia-Pacific Others Phytosterols Market by Country

CHAPTER 6. ASIA-PACIFIC PHYTOSTEROLS MARKET BY COUNTRY

6.1 Introduction
6.2 China Phytosterols Market
6.2.1 China Phytosterols Market by Application
6.2.2 China Phytosterols Market by Type
6.3 Japan Phytosterols Market
6.3.1 Japan Phytosterols Market by Application
6.3.2 Japan Phytosterols Market by Type
6.4 India Phytosterols Market
6.4.1 India Phytosterols Market by Application
6.4.2 India Phytosterols Market by Type
6.5 Australia Phytosterols Market
6.5.1 Australia Phytosterols Market by Application
6.5.2 Australia Phytosterols Market by Type
6.6 South Korea Phytosterols Market
6.6.1 South Korea Phytosterols Market by Application
6.6.2 South Korea Phytosterols Market by Type
6.7 Singapore Phytosterols Market
6.7.1 Singapore Phytosterols Market by Application
6.7.2 Singapore Phytosterols Market by Type
6.8 Rest of Asia-Pacific Phytosterols Market
6.8.1 Rest of Asia-Pacific Phytosterols Market by Application
6.8.2 Rest of Asia-Pacific Phytosterols Market by Type

CHAPTER 7. COMPANY PROFILES

7.1 Archer Daniels Midland Company
7.1.1 Company Overview
7.1.2 Financial Analysis
7.1.3 Segmental and Regional Analysis
7.1.4 Research & Development Expense
7.2 Cargill, Inc.
7.2.1 Company Overview
7.2.2 Financial Analysis
7.3 BASF SE
7.3.1 Company Overview
7.3.2 Financial Analysis
7.3.3 Segmental and Regional Analysis
7.3.4 Research & Development Expense
7.4 E.I. DU Pont De Nemours And Company

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7.4.1 Company Overview
7.4.2 Financial Analysis
7.5 Raisio Plc
7.5.1 Company Overview
7.5.2 Financial Analysis
7.5.3 Segmental and Regional Analysis
7.6 Unilever
7.6.1 Company Overview
7.6.2 Financial Analysis
7.6.3 Segmental and Regional Analysis
7.6.4 Research & Development Expense
7.7 Arboris
7.7.1 Company Overview
7.8 Pharmachem Laboratories, Inc.
7.8.1 Company Overview
7.9 Gustav Paramentier GMBH
7.9.1 Company Overview

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List Of Tables

LIST OF TABLES

TABLE 1 ASIA-PACIFIC PHYTOSTEROLS MARKET, 2012 - 2015, USD MILLION
TABLE 2 ASIA-PACIFIC PHYTOSTEROLS MARKET, 2016 - 2022, USD MILLION
TABLE 3 ASIA-PACIFIC PHYTOSTEROLS MARKET BY APPLICATION, 2012 - 2015, USD MILLION
TABLE 4 ASIA-PACIFIC PHYTOSTEROLS MARKET BY APPLICATION, 2016 - 2022, USD MILLION
TABLE 5 ASIA-PACIFIC FOOD INGREDIENTS PHYTOSTEROLS MARKET BY COUNTRY, 2012 - 2015, USD MILLION
TABLE 6 ASIA-PACIFIC FOOD INGREDIENTS PHYTOSTEROLS MARKET BY COUNTRY, 2016 - 2022, USD MILLION
TABLE 7 ASIA-PACIFIC PHARMACEUTICALS PHYTOSTEROLS MARKET BY COUNTRY, 2012 - 2015, USD MILLION
TABLE 8 ASIA-PACIFIC PHARMACEUTICALS PHYTOSTEROLS MARKET BY COUNTRY, 2016 - 2022, USD MILLION
TABLE 9 ASIA-PACIFIC COSMETICS PHYTOSTEROLS BY COUNTRY, 2012 - 2015, USD MILLION
TABLE 10 ASIA-PACIFIC COSMETICS PHYTOSTEROLS BY COUNTRY, 2016 - 2022, USD MILLION
TABLE 11 ASIA-PACIFIC PHYTOSTEROLS MARKET BY TYPE, 2012 - 2015, USD MILLION
TABLE 12 ASIA-PACIFIC PHYTOSTEROLS MARKET BY TYPE, 2016 - 2022, USD MILLION
TABLE 13 ASIA-PACIFIC BETA-SITOSTEROLS PHYTOSTEROLS MARKET BY COUNTRY, 2012 - 2015, USD MILLION
TABLE 14 ASIA-PACIFIC BETA-SITOSTEROLS PHYTOSTEROLS MARKET BY COUNTRY, 2016 - 2022, USD MILLION
TABLE 15 ASIA-PACIFIC CAMPESTEROLS PHYTOSTEROLS MARKET BY COUNTRY, 2012 - 2015, USD MILLION
TABLE 16 ASIA-PACIFIC CAMPESTEROLS PHYTOSTEROLS MARKET BY COUNTRY, 2016 - 2022, USD MILLION
TABLE 17 ASIA-PACIFIC STIGMASTEROLS PHYTOSTEROLS MARKET BY COUNTRY, 2012 - 2015, USD MILLION
TABLE 18 ASIA-PACIFIC STIGMASTEROLS PHYTOSTEROLS MARKET BY COUNTRY, 2016 - 2022, USD MILLION
TABLE 19 ASIA-PACIFIC OTHERS PHYTOSTEROLS MARKET BY COUNTRY, 2012 -

2015, USD MILLION
TABLE 20 ASIA-PACIFIC OTHERS PHYTOSTEROLS MARKET BY COUNTRY, 2016 - 2022, USD MILLION
TABLE 21 ASIA-PACIFIC PHYTOSTEROLS MARKET BY COUNTRY, 2012 - 2015, USD MILLION
TABLE 22 ASIA-PACIFIC PHYTOSTEROLS MARKET BY COUNTRY, 2016 - 2022, USD MILLION
TABLE 23 CHINA PHYTOSTEROLS MARKET, 2012 - 2015, USD MILLION
TABLE 24 CHINA PHYTOSTEROLS MARKET, 2016 - 2022, USD MILLION
TABLE 25 CHINA PHYTOSTEROLS MARKET BY APPLICATION, 2012 - 2015, USD MILLION
TABLE 26 CHINA PHYTOSTEROLS MARKET BY APPLICATION, 2016 - 2022, USD MILLION
TABLE 27 CHINA PHYTOSTEROLS MARKET BY TYPE, 2012 - 2015, USD MILLION
TABLE 28 CHINA PHYTOSTEROLS MARKET BY TYPE, 2016 - 2022, USD MILLION
TABLE 29 JAPAN PHYTOSTEROLS MARKET, 2012 - 2015, USD MILLION
TABLE 30 JAPAN PHYTOSTEROLS MARKET, 2016 - 2022, USD MILLION
TABLE 31 JAPAN PHYTOSTEROLS MARKET BY APPLICATION, 2012 - 2015, USD MILLION
TABLE 32 JAPAN PHYTOSTEROLS MARKET BY APPLICATION, 2016 - 2022, USD MILLION
TABLE 33 JAPAN PHYTOSTEROLS MARKET BY TYPE, 2012 - 2015, USD MILLION
TABLE 34 JAPAN PHYTOSTEROLS MARKET BY TYPE, 2016 - 2022, USD MILLION
TABLE 35 INDIA PHYTOSTEROLS MARKET, 2012 - 2015, USD MILLION
TABLE 36 INDIA PHYTOSTEROLS MARKET, 2016 - 2022, USD MILLION
TABLE 37 INDIA PHYTOSTEROLS MARKET BY APPLICATION, 2012 - 2015, USD MILLION
TABLE 38 INDIA PHYTOSTEROLS MARKET BY APPLICATION, 2016 - 2022, USD MILLION
TABLE 39 INDIA PHYTOSTEROLS MARKET BY TYPE, 2012 - 2015, USD MILLION
TABLE 40 INDIA PHYTOSTEROLS MARKET BY TYPE, 2016 - 2022, USD MILLION
TABLE 41 AUSTRALIA PHYTOSTEROLS MARKET, 2012 - 2015, USD MILLION
TABLE 42 AUSTRALIA PHYTOSTEROLS MARKET, 2016 - 2022, USD MILLION
TABLE 43 AUSTRALIA PHYTOSTEROLS MARKET BY APPLICATION, 2012 - 2015, USD MILLION
TABLE 44 AUSTRALIA PHYTOSTEROLS MARKET BY APPLICATION, 2016 - 2022, USD MILLION
TABLE 45 AUSTRALIA PHYTOSTEROLS MARKET BY TYPE, 2012 - 2015, USD MILLION

TABLE 46 AUSTRALIA PHYTOSTEROLS MARKET BY TYPE, 2016 - 2022, USD MILLION
TABLE 47 SOUTH KOREA PHYTOSTEROLS MARKET, 2012 - 2015, USD MILLION
TABLE 48 SOUTH KOREA PHYTOSTEROLS MARKET, 2016 - 2022, USD MILLION
TABLE 49 SOUTH KOREA PHYTOSTEROLS MARKET BY APPLICATION, 2012 - 2015, USD MILLION
TABLE 50 SOUTH KOREA PHYTOSTEROLS MARKET BY APPLICATION, 2016 - 2022, USD MILLION
TABLE 51 SOUTH KOREA PHYTOSTEROLS MARKET BY TYPE, 2012 - 2015, USD MILLION
TABLE 52 SOUTH KOREA PHYTOSTEROLS MARKET BY TYPE, 2016 - 2022, USD MILLION
TABLE 53 SINGAPORE PHYTOSTEROLS MARKET, 2012 - 2015, USD MILLION
TABLE 54 SINGAPORE PHYTOSTEROLS MARKET, 2016 - 2022, USD MILLION
TABLE 55 SINGAPORE PHYTOSTEROLS MARKET BY APPLICATION, 2012 - 2015, USD MILLION
TABLE 56 SINGAPORE PHYTOSTEROLS MARKET BY APPLICATION, 2016 - 2022, USD MILLION
TABLE 57 SINGAPORE PHYTOSTEROLS MARKET BY TYPE, 2012 - 2015, USD MILLION
TABLE 58 SINGAPORE PHYTOSTEROLS MARKET BY TYPE, 2016 - 2022, USD MILLION
TABLE 59 REST OF ASIA-PACIFIC PHYTOSTEROLS MARKET, 2012 - 2015, USD MILLION
TABLE 60 REST OF ASIA-PACIFIC PHYTOSTEROLS MARKET, 2016 - 2022, USD MILLION
TABLE 61 REST OF ASIA-PACIFIC PHYTOSTEROLS MARKET BY APPLICATION, 2012 - 2015, USD MILLION
TABLE 62 REST OF ASIA-PACIFIC PHYTOSTEROLS MARKET BY APPLICATION, 2016 - 2022, USD MILLION
TABLE 63 REST OF ASIA-PACIFIC PHYTOSTEROLS MARKET BY TYPE, 2012 - 2015, USD MILLION
TABLE 64 REST OF ASIA-PACIFIC PHYTOSTEROLS MARKET BY TYPE, 2016 - 2022, USD MILLION
TABLE 65 KEY INFORMATION – ARCHER DANIELS MIDLAND COMPANY
TABLE 66 KEY INFORMATION – CARGILL, INC.
TABLE 67 KEY INFORMATION – BASF SE
TABLE 68 KEY INFORMATION – E.I. DU PONT DE NEMOURS AND COMPANY
TABLE 69 KEY INFORMATION – RAISIO PLC

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TABLE 70 KEY INFORMATION – UNILEVER
TABLE 71 KEY INFORMATION – ARBORIS
TABLE 72 KEY INFORMATION – PHARMACHEM LABORATORIES, INC.
TABLE 73 KEY INFORMATION – GUSTAV PARAMENTIER GMBH

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