

Global Fortified Foods Market - Forecasts from 2018 to 2023

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Abstracts

The global fortified foods market is expected to reach US\$131.79 billion by the end of 2023, increasing from US\$93.654 billion in 2017, growing at a CAGR of 5.86% during the forecast period. Nutrients are essential for the human body and are naturally available in foods for consumption. However, due to a busy lifestyle, maintaining a balance between the food and daily activities has become difficult. Therefore, fortified foods help to curb this situation through the addition of extra nutrients to food so as to improve the nutritional quality of the food supply. Rising health concerns and increasing prevalence of nutritional deficiency, especially in developed regions of the world, are the major factors driving the demand for fortified foods. In addition, favourable government regulations will add to the demand for these food products. North America and Europe held a significant market share due to massive consumption of fortified foods as a nutritional supplement. The Asia Pacific region will witness substantial growth owing to the rising health concerns and emergence of major market players to fulfil the market potential over the forecast period.

This research study examines the current market trends related to the demand, supply, and sales, in addition to the recent developments. Major drivers, restraints, and opportunities have been covered to provide an exhaustive picture of the market. The analysis presents in-depth information regarding the development, trends, and industry policies and regulations implemented in each of the geographical regions. Further, the overall regulatory framework of the market has been exhaustively covered to offer stakeholders a better understanding of the key factors affecting the overall market environment.

Identification of key industry players in the industry and their revenue contribution to the overall business or relevant segment aligned to the study have been covered as a part

of competitive intelligence done through extensive secondary research. Various studies and data published by industry associations, analyst reports, investor presentations, press releases and journals among others have been taken into consideration while conducting the secondary research. Both bottom-up and top down approaches have been utilized to determine the market size of the overall market and key segments. The values obtained are correlated with the primary inputs of the key stakeholders in the pressure sensors value chain. The last step involves complete market engineering which includes analyzing the data from different sources and existing proprietary datasets while using various data triangulation methods for market breakdown and forecasting.

Market intelligence is presented in the form of analysis, charts, and graphics to help the clients in gaining faster and efficient understanding of the market.

Major industry players profiled as part of the report are BASF, Mother Dairy, Cargill, Inc., Nestle, Danone, and Kellogg Company among others.

Segmentation

The global fortified foods market has been analyzed through following segments:

By Method

Bio-fortification

Microbial- Enhanced

Home Fortification

By Micronutrient

Iron

Vitamin

Iodine

Calcium

Zinc

Others

By Distribution Channel

Supermarkets and Hypermarkets

Convenience Stores

Retailers

Others

By Geography

North America

USA

Canada

Mexico

Others

South America

Brazil

Argentina

Others

Europe

Germany

France

United Kingdom

Spain

Others

Middle East and Africa

UAE

Israel

South Africa

Others

Asia Pacific

China

Japan

India

South Korea

Others

Contents

1. INTRODUCTION

- 1.1. Market Overview
- 1.2. Market Definition
- 1.3. Scope of the Study
- 1.4. Currency
- 1.5. Assumptions
- 1.6. Base, and Forecast Years Timeline

2. RESEARCH METHODOLOGY

- 2.1. Research Design
- 2.2. Secondary Sources

3. EXECUTIVE SUMMARY

4. MARKET DYNAMICS

- 4.1. Market Segmentation
- 4.2. Market Drivers
- 4.3. Market Restraints
- 4.4. Market Opportunities
- 4.5. Porter's Five Force Analysis
 - 4.5.1. Bargaining Power of Suppliers
 - 4.5.2. Bargaining Power of Buyers
 - 4.5.3. Threat of New Entrants
 - 4.5.4. Threat of Substitutes
 - 4.5.5. Competitive Rivalry in the Industry
- 4.6. Life Cycle Analysis - Regional Snapshot
- 4.7. Market Attractiveness

5. GLOBAL FORTIFIED FOODS MARKET BY METHOD

- 5.1. Biofortification
- 5.2. Microbial- Enhanced
- 5.3. Home Fortification

6. GLOBAL FORTIFIED FOODS MARKET BY TYPE OF MICRONUTRIENT

- 6.1. Iron
- 6.2. Vitamin
- 6.3. Iodine
- 6.4. Calcium
- 6.5. Zinc
- 6.6. Others

7. GLOBAL FORTIFIED FOODS MARKET BY DISTRIBUTION CHANNEL

- 7.1. Supermarkets & Hypermarkets
- 7.2. Convenience Stores
- 7.3. Retailers
- 7.4. Others

8. GLOBAL FORTIFIED FOODS MARKET BY GEOGRAPHY

- 8.1. North America
 - 8.1.1. USA
 - 8.1.2. Canada
 - 8.1.3. Mexico
 - 8.1.4. Others
- 8.2. South America
 - 8.2.1. Brazil
 - 8.2.2. Argentina
 - 8.2.3. Others
- 8.3. Europe
 - 8.3.1. Germany
 - 8.3.2. France
 - 8.3.3. United Kingdom
 - 8.3.4. Spain
 - 8.3.5. Others
- 8.4. Middle East and Africa
 - 8.4.1. UAE
 - 8.4.2. Israel
 - 8.4.3. South Africa
 - 8.4.4. Others
- 8.5. Asia Pacific

- 8.5.1. China
- 8.5.2. Japan
- 8.5.3. India
- 8.5.4. South Korea
- 8.5.5. Others

9. COMPETITIVE INTELLIGENCE

- 9.1. Market Share Analysis
- 9.2. Investment Analysis
- 9.3. Recent Deals
- 9.4. Strategies of Key Players

10. COMPANY PROFILES

- 10.1. BASF
 - 10.1.1. Company Overview
 - 10.1.2. Financials
 - 10.1.3. Products and Services
 - 10.1.4. Recent Developments
- 10.2. Mother Dairy
 - 10.2.1. Company Overview
 - 10.2.2. Financials
 - 10.2.3. Products and Services
 - 10.2.4. Recent Developments
- 10.3. Nestle
 - 10.3.1. Company Overview
 - 10.3.2. Financials
 - 10.3.3. Products and Services
 - 10.3.4. Recent Developments
- 10.4. Danone
 - 10.4.1. Company Overview
 - 10.4.2. Financials
 - 10.4.3. Products and Services
 - 10.4.4. Recent Developments
- 10.5. Kellogg Company
 - 10.5.1. Company Overview
 - 10.5.2. Financials
 - 10.5.3. Products and Services

- 10.5.4. Recent Developments
- 10.6. Cargill, Inc.
 - 10.6.1. Company Overview
 - 10.6.2. Financials
 - 10.6.3. Products and Services
 - 10.6.4. Recent Developments
- 10.7. Tata Group
 - 10.7.1. Company Overview
 - 10.7.2. Financials
 - 10.7.3. Products and Services
 - 10.7.4. Recent Developments
- 10.8. Koninklijke DSM NV
 - 10.8.1. Company Overview
 - 10.8.2. Financials
 - 10.8.3. Products and Services
 - 10.8.4. Recent Developments
- 10.9. General Mills, Inc.
 - 10.9.1. Company Overview
 - 10.9.2. Financials
 - 10.9.3. Products and Services
 - 10.9.4. Recent Developments
- 10.10. Bunge Limited
 - 10.10.1. Company Overview
 - 10.10.2. Financials
 - 10.10.3. Products and Services
 - 10.10.4. Recent Developments

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