

Herbal Supplements Market by Source (Leaves, Barks, Fruits & Vegetables, and Roots), Application (Pharmaceuticals, Food & Beverage, and Personal Care), Function (Medicinal and Aroma), Form, and Region - Global Forecast to 2022

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Abstracts

“The herbal supplements market projected to grow at a CAGR of 6.8%”

The herbal supplements market is projected to reach USD 86.74 billion by 2022 at a CAGR of 6.8% from 2016 to 2022. The market is driven by factors such as increase in ageing population, growing female buyers for dietary supplements, use of herbal products by young demography, and increasing consumer awareness for preventive healthcare measures.

“Pharmaceuticals segment led the herbal supplements market by application, with the largest share in 2015”

Herbal supplements are heavily used in the pharmaceutical industry. European herbal medicine ingredients have a promising market in countries, such as U.S., Russia, and Japan. This is due to consumer preference regarding the quality of European herbal medicines, especially German and Swiss production. The Latin American and Asia-Pacific regions are promising markets for the application of herbal supplements in the pharmaceutical industry due to increased research & development activities, and consumer acceptance towards herbal remedies.

“Europe to lead the market in terms of market share between 2016 and 2022”

Europe is the largest market for herbal supplements. Growing awareness about dietary

supplements in the region fuels the growth of the herbal supplements market. In this region, Germany leads the market owing to the high consumption of dietary supplements in the country, which provides considerable potential for the growth of herbal supplements as well. Other countries such as France and Italy are among the major markets for herbal supplements. Consumer preference for natural, chemical-free products is one of the major factors driving the growth of the European market.

The breakdown of the primaries on the basis of company, designation, and region, conducted during the research study, is mentioned as follows:

By Company Type: Tier 1 – 40%, Tier 2 – 35%, and Tier 3 – 25%

By Designation: Director level – 35%, C Level – 30%, and Others – 35%

By Region: Asia-Pacific – 57%, Europe – 29%, North America – 10%, and RoW – 4%

Key players are as follows:

Archer Daniels Midland Company (U.S.), Glanbia plc (Ireland), Herbalife International of America, Inc. (U.S.), Blackmores (Australia), and Nutraceutical International Corporation (U.S.) collectively, accounted for the largest portion of the herbal supplements market in 2015. Other players such as The Nature's Bounty Co. (U.S.), Arizona Natural Products (U.S.), Ricola (Switzerland), NaturaLife Asia Co., Ltd. (Korea), and Bio-Botanica Inc. (U.S.) also have a strong presence in this market.

Research Coverage

This research report categorizes the herbal supplements market based on source, function, application, form, and region. The market has been segmented on the basis of source, which includes leaves, barks, fruits & vegetables, and roots. On the basis of function, it includes medicinal and aroma. On the basis of application, it includes pharmaceuticals, food & beverages, and personal care. Capsules, powder, syrups, and oils are the forms of herbal supplements. Regional segmentation of the market includes North America, Europe, Asia-Pacific, and RoW (Rest of the World).

Reasons to buy this report

From an insight perspective, this research report has focused on various levels of analyses—industry analysis (industry trends), and company profiles, which together

comprise and discuss the basic views on the competitive landscape—emerging and high-growth segments of the global herbal supplements market; high-growth regions; and market drivers, restraints, and opportunities.

The report provides insights on the following:

Market Penetration: Comprehensive information on herbal supplements products offered by top players in the global market

Product Development/Innovation: Detailed insights on upcoming herbal products techniques, research & development activities, and new product launches in the herbal supplements market

Market Development: Comprehensive information about lucrative emerging markets

Market Diversification: Exhaustive information about new products, untapped regions, recent developments, and investments in the global herbal supplements market

Competitive Assessment: In-depth assessment of market share, strategies, products, and manufacturing capabilities of leading players in the global herbal supplements market

Contents

1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
- 1.3 STUDY SCOPE
 - 1.3.1 MARKETS COVERED
 - 1.3.2 GEOGRAPHIC SCOPE
 - 1.3.3 PERIODIZATION
- 1.4 CURRENCY
- 1.5 UNITS
- 1.6 LIMITATIONS
- 1.7 STAKEHOLDERS

2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
 - 2.1.1 SECONDARY DATA
 - 2.1.1.1 Key data from secondary sources
 - 2.1.2 PRIMARY DATA
 - 2.1.2.1 Key data from primary sources
 - 2.1.2.2 Breakdown of primaries
 - 2.1.2.3 Key industry insights
- 2.2 MARKET SIZE ESTIMATION
- 2.3 MARKET BREAKDOWN & DATA TRIANGULATION
- 2.4 RESEARCH ASSUMPTIONS & LIMITATIONS

3 EXECUTIVE SUMMARY

4 PREMIUM INSIGHTS

- 4.1 OPPORTUNITIES IN THE HERBAL SUPPLEMENTS MARKET
- 4.2 KEY HERBAL SUPPLEMENTS MARKETS
- 4.3 LIFE CYCLE ANALYSIS: HERBAL SUPPLEMENTS MARKET, BY REGION
- 4.4 HERBAL SUPPLEMENTS MARKET, BY FUNCTION
- 4.5 ASIA-PACIFIC HERBAL SUPPLEMENTS MARKET, BY APPLICATION
- 4.6 PRIME MARKETS FOR HERBAL SUPPLEMENTS, BY SOURCE
- 4.7 HERBAL SUPPLEMENTS MARKET, BY REGION

5 MARKET OVERVIEW

5.1 INTRODUCTION

5.2 MARKET SEGMENTATION

5.2.1 BY SOURCE

5.2.2 BY APPLICATION

5.2.3 BY FORM

5.2.4 BY FUNCTION

5.2.5 BY REGION

5.3 MARKET DYNAMICS

5.3.1 DRIVERS

5.3.1.1 Increase in aging population

5.3.1.2 Growing female buyers for herbal supplements

5.3.1.3 Growing use of herbal products by the young demographic

5.3.1.4 Increasing consumer awareness about preventive health care measures

5.3.2 RESTRAINTS

5.3.2.1 Regulatory impact on future growth of the herbal supplements market

5.3.3 OPPORTUNITIES

5.3.3.1 Growth potential in emerging markets

5.3.3.2 Increasing incidence of health disorders

5.3.3.3 Side effects of allopathic drugs

5.3.4 CHALLENGES

5.3.4.1 High cost of raw materials

5.4 VALUE CHAIN

6 HERBAL SUPPLEMENTS MARKET, BY SOURCE

6.1 INTRODUCTION

6.2 LEAVES

6.3 BARKS

6.4 FRUITS & VEGETABLES

6.5 ROOTS

6.6 OTHERS

7 HERBAL SUPPLEMENTS MARKET, BY APPLICATION

7.1 INTRODUCTION

7.2 PHARMACEUTICALS

- 7.3 FOOD & BEVERAGES
- 7.4 PERSONAL CARE
- 7.5 OTHERS

8 HERBAL SUPPLEMENTS MARKET, BY FUNCTION

- 8.1 INTRODUCTION
- 8.2 MEDICINAL
- 8.3 AROMA
- 8.4 OTHER FUNCTIONS

9 HERBAL SUPPLEMENTS MARKET, BY FORM

- 9.1 INTRODUCTION
- 9.2 CAPSULES & TABLETS
- 9.3 POWDER
- 9.4 SYRUPS
- 9.5 OILS
- 9.6 OTHERS

10 REGULATORY FRAMEWORK

- 10.1 INTRODUCTION
- 10.2 NORTH AMERICA
- 10.3 EUROPE
- 10.4 ASIA-PACIFIC
- 10.5 ROW

11 HERBAL SUPPLEMENTS MARKET, BY REGION

- 11.1 INTRODUCTION
- 11.2 NORTH AMERICA
- 11.3 EUROPE
- 11.4 ASIA-PACIFIC
- 11.5 ROW

12 COMPETITIVE LANDSCAPE

- 12.1 OVERVIEW

12.2 COMPETITIVE SITUATION & TRENDS

12.3 EXPANSIONS

12.4 ACQUISITIONS

12.5 NEW PRODUCT LAUNCHES

12.6 JOINT VENTURES

13 COMPANY PROFILES

(Business overview, Products offered, Recent developments, MNM view, SWOT analysis, Key strategies)*

13.1 INTRODUCTION

13.2 ARCHER DANIELS MIDLAND COMPANY

13.3 GLANBIA PLC

13.4 HERBALIFE INTERNATIONAL OF AMERICA, INC.

13.5 BLACKMORES LIMITED

13.6 NUTRACEUTICAL INTERNATIONAL CORPORATION

13.7 NBTY, INC.

13.8 ARIZONA NATURAL PRODUCTS

13.9 RICOLA AG

13.10 NATURALIFE ASIA CO., LTD.

13.11 BIO-BOTANICA INC.

*Details on Business overview, Products offered, Recent developments, MNM view, SWOT analysis, Key strategies might not be captured in case of unlisted companies.

14 APPENDIX

14.1 PRIMARY INSIGHTS

14.2 DISCUSSION GUIDE

14.3 KNOWLEDGE STORE: MARKETSDANDMARKETS' SUBSCRIPTION PORTAL

14.4 COMPANY DEVELOPMENTS

14.4.1 EXPANSIONS

14.5 INTRODUCING RT: REAL TIME MARKET INTELLIGENCE

14.6 AVAILABLE CUSTOMIZATIONS

14.7 RELATED REPORTS

14.8 AUTHOR DETAILS

List Of Tables

LIST OF TABLES

Table 1 CONSUMPTION OF HERBAL SUPPLEMENTS, BY AGE GROUP, 2014–2022 (MILLION TONS)

Table 2 CONSUMPTION OF HERBAL SUPPLEMENTS BY GENDER, 2014–2022 (MILLION TONS)

Table 3 CONSUMPTION OF HERBAL SUPPLEMENTS, BY AGE GROUP, 2014–2022 (TONS)

Table 4 HERBAL SUPPLEMENTS MARKET SIZE, BY SOURCE, 2014–2022 (USD BILLION)

Table 5 HERBAL SUPPLEMENTS MARKET SIZE, BY SOURCE, 2014–2022 (TONS)

Table 6 LEAVES MARKET SIZE, BY REGION, 2014–2022 (USD BILLION)

Table 7 LEAVES MARKET SIZE, BY REGION, 2014–2022 (TONS)

Table 8 BARKS MARKET SIZE, BY REGION, 2014–2022 (USD BILLION)

Table 9 BARKS MARKET SIZE, BY REGION, 2014–2022 (TONS)

Table 10 FRUITS & VEGETABLES MARKET SIZE, BY REGION, 2014–2022 (USD BILLION)

Table 11 FRUITS & VEGETABLES MARKET SIZE, BY REGION, 2014–2022 (TONS)

Table 12 ROOTS MARKET SIZE, BY REGION, 2014–2022 (USD BILLION)

Table 13 ROOTS MARKET SIZE, BY REGION, 2014–2022 (TONS)

Table 14 OTHER SOURCES MARKET SIZE, BY REGION, 2014–2022 (USD BILLION)

Table 15 OTHER SOURCES MARKET SIZE, BY REGION, 2014–2022 (TONS)

Table 16 HERBAL SUPPLEMENTS MARKET SIZE, BY APPLICATION, 2014–2022 (USD BILLION)

Table 17 HERBAL SUPPLEMENTS MARKET SIZE, BY APPLICATION, 2014–2022 (TONS)

Table 18 HERBAL SUPPLEMENTS: PHARMACEUTICALS MARKET SIZE, BY REGION, 2014–2022 (USD BILLION)

Table 19 HERBAL SUPPLEMENTS: PHARMACEUTICALS MARKET SIZE, BY REGION, 2014–2022 (TONS)

Table 20 HERBAL SUPPLEMENTS: FOOD & BEVERAGES MARKET SIZE, BY REGION, 2014–2022 (USD BILLION)

Table 21 HERBAL SUPPLEMENTS: FOOD & BEVERAGES MARKET SIZE, BY REGION, 2014–2022 (TONS)

Table 22 HERBAL SUPPLEMENTS: PERSONAL CARE MARKET SIZE, BY REGION, 2014–2022 (USD BILLION)

Table 23 HERBAL SUPPLEMENTS: PERSONAL CARE MARKET SIZE, BY REGION,

2014–2022 (TONS)

Table 24 OTHER HERBAL SUPPLEMENTS MARKET SIZE, BY REGION, 2014–2022 (USD BILLION)

Table 25 OTHER HERBAL SUPPLEMENTS MARKET SIZE, BY REGION, 2014–2022 (TONS)

Table 26 HERBAL SUPPLEMENTS MARKET SIZE, BY FUNCTION, 2014–2022 (USD BILLION)

Table 27 HERBAL SUPPLEMENTS MARKET SIZE, BY FUNCTION, 2014–2022 (TONS)

Table 28 HERBAL SUPPLEMENTS: MEDICINAL MARKET SIZE, BY REGION, 2014–2022 (USD BILLION)

Table 29 MEDICINAL: HERBAL SUPPLEMENTS MARKET SIZE, BY REGION, 2014–2022 (TONS)

Table 30 AROMA: HERBAL SUPPLEMENTS MARKET SIZE, BY REGION, 2014–2022 (USD BILLION)

Table 31 AROMA: HERBAL SUPPLEMENTS MARKET SIZE, BY REGION, 2014–2022 (TONS)

Table 32 OTHER FUNCTIONS: HERBAL SUPPLEMENTS MARKET SIZE, BY REGION, 2014–2022 (USD BILLION)

Table 33 OTHER FUNCTIONS: HERBAL SUPPLEMENTS MARKET SIZE, BY REGION, 2014–2022 (TONS)

Table 34 HERBAL SUPPLEMENTS MARKET SIZE, BY FORM, 2014–2022 (USD BILLION)

Table 35 HERBAL SUPPLEMENTS MARKET SIZE, BY FORM, 2014–2022 (TONS)

Table 36 HERBAL SUPPLEMENTS MARKET SIZE, BY REGION, 2014–2022 (USD BILLION)

Table 37 HERBAL SUPPLEMENTS MARKET SIZE, BY REGION, 2014–2022 (TONS)

Table 38 NORTH AMERICA: HERBAL SUPPLEMENTS MARKET SIZE, BY COUNTRY, 2014–2022 (USD BILLION)

Table 39 NORTH AMERICA: HERBAL SUPPLEMENTS MARKET SIZE, BY COUNTRY, 2014–2022 (TONS)

Table 40 NORTH AMERICA: HERBAL SUPPLEMENTS MARKET SIZE, BY SOURCE, 2014–2022 (USD BILLION)

Table 41 NORTH AMERICA: HERBAL SUPPLEMENTS MARKET SIZE, BY SOURCE, 2014–2022 (TONS)

Table 42 NORTH AMERICA: HERBAL SUPPLEMENTS MARKET SIZE, BY APPLICATION, 2014–2022 (USD BILLION)

Table 43 NORTH AMERICA: HERBAL SUPPLEMENTS MARKET SIZE, BY APPLICATION, 2014–2022 (TONS)

Table 44 NORTH AMERICA: HERBAL SUPPLEMENTS MARKET SIZE, BY FUNCTION, 2014–2022 (USD BILLION)

Table 45 NORTH AMERICA: HERBAL SUPPLEMENTS MARKET SIZE, BY FUNCTION, 2014–2022 (TONS)

Table 46 EUROPE: HERBAL SUPPLEMENTS MARKET SIZE, BY COUNTRY, 2014–2022 (USD BILLION)

Table 47 EUROPE: HERBAL SUPPLEMENTS MARKET SIZE, BY COUNTRY, 2014–2022 (TONS)

Table 48 EUROPE: HERBAL SUPPLEMENTS MARKET SIZE, BY SOURCE, 2014–2022 (USD BILLION)

Table 49 EUROPE: HERBAL SUPPLEMENTS MARKET SIZE, BY SOURCE, 2014–2022 (TONS)

Table 50 EUROPE: HERBAL SUPPLEMENTS MARKET SIZE, BY APPLICATION, 2014–2022 (USD BILLION)

Table 51 EUROPE: HERBAL SUPPLEMENTS MARKET SIZE, BY APPLICATION, 2014–2022 (TONS)

Table 52 EUROPE: HERBAL SUPPLEMENTS MARKET SIZE, BY FUNCTION, 2014–2022 (USD BILLION)

Table 53 EUROPE: HERBAL SUPPLEMENTS MARKET SIZE, BY FUNCTION, 2014–2022 (TONS)

Table 54 ASIA-PACIFIC: HERBAL SUPPLEMENTS MARKET SIZE, BY COUNTRY, 2014–2022 (USD BILLION)

Table 55 ASIA-PACIFIC: HERBAL SUPPLEMENTS MARKET SIZE, BY COUNTRY, 2014–2022 (TONS)

Table 56 ASIA-PACIFIC: HERBAL SUPPLEMENTS MARKET SIZE, BY SOURCE, 2014–2022 (USD BILLION)

Table 57 ASIA-PACIFIC: HERBAL SUPPLEMENTS MARKET SIZE, BY SOURCE, 2014–2022 (TONS)

Table 58 ASIA-PACIFIC: HERBAL SUPPLEMENTS MARKET SIZE, BY APPLICATION, 2014–2022 (USD BILLION)

Table 59 ASIA-PACIFIC: HERBAL SUPPLEMENTS MARKET SIZE, BY APPLICATION, 2014–2022 (TONS)

Table 60 ASIA-PACIFIC: HERBAL SUPPLEMENTS MARKET SIZE, BY FUNCTION, 2014–2022 (USD BILLION)

Table 61 ASIA-PACIFIC: HERBAL SUPPLEMENTS MARKET SIZE, BY FUNCTION, 2014–2022 (TONS)

Table 62 ROW: HERBAL SUPPLEMENTS MARKET SIZE, BY COUNTRY/ REGION, 2014–2022 (USD BILLION)

Table 63 ROW: HERBAL SUPPLEMENTS MARKET SIZE, BY COUNTRY/ REGION,

2014–2022 (TONS)

Table 64 ROW: HERBAL SUPPLEMENTS MARKET SIZE, BY SOURCE, 2014–2022
(USD BILLION)

Table 65 ROW: HERBAL SUPPLEMENTS MARKET SIZE, BY SOURCE, 2014–2022
(TONS)

Table 66 ROW: HERBAL SUPPLEMENTS MARKET SIZE, BY APPLICATION,
2014–2022 (USD BILLION)

Table 67 ROW: HERBAL SUPPLEMENTS MARKET SIZE, BY APPLICATION,
2014–2022 (TONS)

Table 68 ROW: HERBAL SUPPLEMENTS MARKET SIZE, BY FUNCTION, 2014–2022
(USD BILLION)

Table 69 ROW: HERBAL SUPPLEMENTS MARKET SIZE, BY FUNCTION, 2014–2022
(TONS)

Table 70 RANK OF KEY COMPANIES AS PER REVENUE (2015)

Table 71 R&D EXPENDITURE OF KEY COMPANIES. 2015 (USD MILLION)

Table 72 EXPANSIONS, 2011–2015

Table 73 ACQUISITIONS, 2012–2015

Table 74 PRODUCT/ SERVICE/ TECHNOLOGY LAUNCHES, 2014–2016

Table 75 EXPANSIONS, 2011–2016

List Of Figures

LIST OF FIGURES

Figure 1 HERBAL SUPPLEMENTS MARKET SEGMENTATION

Figure 2 HERBAL SUPPLEMENTS MARKET: RESEARCH DESIGN

Figure 3 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH

Figure 4 MARKET SIZE ESTIMATION METHODOLOGY: TOP-DOWN APPROACH

Figure 5 DATA TRIANGULATION

Figure 6 HERBAL SUPPLEMENTS MARKET SNAPSHOT, BY APPLICATION, (2016 VS. 2022) (USD BILLION)

Figure 7 HERBAL SUPPLEMENTS MARKET SIZE, BY REGION, 2016–2022 (USD BILLION)

Figure 8 HERBAL SUPPLEMENTS MARKET SIZE, BY FUNCTION, 2016–2022 (USD BILLION)

Figure 9 HERBAL SUPPLEMENTS MARKET SIZE, BY SOURCE AND FORM (USD BILLION)

Figure 10 HERBAL SUPPLEMENTS MARKET SHARE (VALUE), BY REGION, 2015

Figure 11 AGING POPULATION & CONSUMER AWARENESS REGARDING BENEFITS OF HERBS ARE EXPECTED TO DRIVE THE HERBAL SUPPLEMENTS MARKET

Figure 12 EMERGING MARKETS IN THE GLOBAL HERBAL SUPPLEMENTS MARKETS, 2016

Figure 13 ASIA-PACIFIC POISED FOR ROBUST GROWTH, 2016 TO 2022

Figure 14 MEDICINAL HERBAL SUPPLEMENTS ARE PROJECTED TO RECORD HIGH GROWTH BETWEEN 2016 & 2022

Figure 15 PHARMACEUTICALS ARE EXPECTED TO ACCOUNT FOR THE LARGEST SHARE IN THE HERBAL SUPPLEMENTS MARKET IN ASIA-PACIFIC, 2015

Figure 16 LEAVES SEGMENT DOMINATED THE HERBAL SUPPLEMENTS MARKET IN 2015

Figure 17 EUROPE IS PROJECTED TO BE THE LARGEST MARKET FOR HERBAL SUPPLEMENTS DURING THE FORECAST PERIOD

Figure 18 HERBAL SUPPLEMENTS MARKET, BY SOURCE

Figure 19 HERBAL SUPPLEMENTS MARKET, BY APPLICATION

Figure 20 HERBAL SUPPLEMENTS MARKET, BY FORM

Figure 21 HERBAL SUPPLEMENTS MARKET, BY FUNCTION

Figure 22 HERBAL SUPPLEMENTS MARKET, BY REGION

Figure 23 MARKET DYNAMICS: HERBAL SUPPLEMENTS

Figure 24 PEOPLE AGED ABOVE 60 YEARS: DEVELOPED VS. DEVELOPING

COUNTRIES (1990–2050)

Figure 25 VALUE CHAIN: HERBAL SUPPLEMENTS MARKET

Figure 26 LEAVES TO LEAD THE MARKET FOR HERBAL SUPPLEMENTS BY 2022 (USD BILLION)

Figure 27 PHARMACEUTICALS SEGMENT IS EXPECTED TO LEAD THE MARKET BY 2022 (USD BILLION)

Figure 28 MEDICINAL SEGMENT IS EXPECTED TO LEAD THE MARKET BY 2022 (USD BILLION)

Figure 29 CAPSULES & TABLETS SEGMENT IS PROJECTED TO DOMINATE THE HERBAL SUPPLEMENTS MARKET THROUGH TO 2022 IN TERMS OF VALUE

Figure 30 EUROPE IS EXPECTED TO DOMINATE THE HERBAL SUPPLEMENTS MARKET BETWEEN 2016 AND 2022 (USD BILLION)

Figure 31 ITALY IS EXPECTED TO WITNESS THE FASTEST GROWTH IN THE EUROPEAN HERBAL SUPPLEMENTS MARKET BY 2022 (USD BILLION)

Figure 32 EUROPE: GERMANY IS EXPECTED TO DRIVE THE MARKET GROWTH FOR HERBAL SUPPLEMENTS

Figure 33 ASIA-PACIFIC: CONSUMER PREFERENCE FOR HERBAL INGREDIENTS IS SET TO DRIVE CONSUMPTION OF HERBAL SUPPLEMENTS

Figure 34 INDIA IS EXPECTED TO WITNESS FASTEST GROWTH IN THE ASIA-PACIFIC HERBAL SUPPLEMENTS MARKET (USD BILLION)

Figure 35 COMPANIES ADOPTED EXPANSIONS AND ACQUISITIONS AS THE KEY GROWTH STRATEGIES BETWEEN 2011 & 2016

Figure 36 NUMBER OF DEVELOPMENTS BETWEEN 2013 AND 2016

Figure 37 ARCHER DANIELS MIDLAND COMPANY: COMPANY SNAPSHOT

Figure 38 ARCHER DANIELS MIDLAND COMPANY: SWOT ANALYSIS

Figure 39 GLANBIA PLC: COMPANY SNAPSHOT

Figure 40 GLANBIA PLC: SWOT ANALYSIS

Figure 41 HERBALIFE INTERNATIONAL OF AMERICA, INC.: COMPANY SNAPSHOT

Figure 42 HERBALIFE INTERNATIONAL OF AMERICA, INC.: SWOT ANALYSIS

Figure 43 BLACKMORES: COMPANY SNAPSHOT

Figure 44 BLACKMORES: SWOT ANALYSIS

Figure 45 NUTRACEUTICAL INTERNATIONAL CORPORATION: COMPANY SNAPSHOT

Figure 46 NUTRACEUTICAL INTERNATIONAL CORPORATION: SWOT ANALYSIS

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