

Nutraceutical Excipients Market by Product Source (Organic Chemicals, Inorganic Chemicals), Functionality (Binders, Colorants, Flavors & Sweeteners), End Product, Formulation, Functionality Application and Region - Global Forecast to 2028

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Abstracts

The global market for nutraceutical excipients is estimated at USD 4.2 billion in 2023 and is projected to reach USD 6.1 billion by 2028, at a CAGR of 7.7% during the forecast period. Customization of nutraceutical excipients is on the rise, meeting unique formulation needs. Companies are innovating, creating excipients suited for varied applications, enabling manufacturers to craft tailored nutraceuticals for diverse consumer requirements. Continuous advancements in excipient technologies are facilitating the development of specialized excipients, sought after for specific functionalities. The market demand focuses on excipients with enhanced solubility, improved taste-masking, controlled release, and superior absorption rates, fueling market expansion.

“The growing trend of personalization will propel the nutraceutical excipients market forward.”

The nutraceutical market is witnessing a surge in the trend of personalization, wherein consumers increasingly seek tailored products aligning with their individual health needs and preferences. This growing inclination towards personalized nutraceuticals has spurred a demand for customized excipients capable of adapting to specific formulations. These tailored excipients are pivotal in allowing formulators to create versatile supplements or functional foods, offering flexibility in dosage, release mechanisms, and targeted nutrient delivery. They enable the development of products precisely tailored to address unique health concerns or align with the preferences of

consumers, thereby elevating the effectiveness and attractiveness of the final product. This evolution towards personalization underscores the importance of customized health solutions in the nutraceutical industry, reflecting the desire for individualized wellness approaches among discerning consumers.

“In 2022, binders stood as the second-largest segment within the by functionality of nutraceutical excipients. “

The segment of binders in the functionality category of nutraceutical excipients emerges as the second largest due to its pivotal role in controlling the tablet's dissolution properties. This control influences how the tablet disperses and delivers active ingredients within the digestive system, directly impacting the bioavailability and efficacy of the nutraceutical product. Binders' versatile nature in formulations allows for crafting tablets with varying release profiles, be it immediate or sustained release, accommodating a diverse range of active ingredients. Additionally, binders significantly contribute to tablet stability, preventing premature disintegration or breakage, thereby ensuring the tablet's structural integrity, a critical factor influencing its shelf life and effectiveness.

“Within the functionality application segment, modified-release segment holds the most substantial share.”

The leading position of modified-release excipients in the functionality application segment of the nutraceutical excipients market is attributed to their ability to intricately regulate the release of active ingredients within nutraceutical formulations. This control facilitates customized release profiles, encompassing sustained, delayed, or targeted release, thereby ensuring a controlled and consistent nutrient delivery in the body. Furthermore, these excipients optimize the bioavailability of nutrients by orchestrating a controlled and efficient release of active ingredients, ultimately enhancing the body's absorption and utilization of nutrients. Their role in facilitating a sustained and steady release of active ingredients significantly contributes to bolstering the effectiveness of nutraceuticals. This sustained delivery maintains optimal nutrient levels in the body, promoting superior health outcomes and solidifying their position as the foremost segment within the functionality application category of nutraceutical excipients.

“The nutraceutical excipients market in Europe is anticipated to maintain consistent growth throughout the forecast period.”

Growing health consciousness among Europeans is driving an escalating demand for

functional foods and dietary supplements offering precise health advantages. With a substantial portion of the European population aged over 50, prone to chronic ailments, there's an increased inclination towards nutraceuticals for both preventive and therapeutic purposes. Ongoing advancements in research and development efforts are resulting in the emergence of innovative excipients characterized by improved functionality, enhanced bioavailability, and targeted nutrient delivery. These advancements are amplifying the effectiveness and attractiveness of nutraceuticals to consumers. Moreover, the surge in the personalization trend within the nutraceutical market is intensifying. Consumers are actively seeking tailored products aligned with their specific needs and preferences, prompting a heightened demand for customizable excipients adaptable to distinct formulations.

The Break-up of Primaries:

By Value Chain: Manufacturers – 80%, Suppliers – 20%

By Designation: CXOs – 44%, Managers – 34%, Executives – 22%

By Region: North America – 35%, Europe – 30%, APAC – 20%, South America – 10%, RoW - 5%

Research Coverage:

The report segments the nutraceutical excipients market based on formulation, functionality, functionality application, product source, end product, and region. In terms of insights, this report has focused on various levels of analyses—the competitive landscape, end-use analysis, and company profiles, which together comprise and discuss views on the emerging & high-growth segments of the nutraceutical excipients market, high-growth regions, countries, government initiatives, drivers, restraints, opportunities, and challenges. A detailed analysis of the key industry players has been done to provide insights into their business overview, solutions, services; key strategies; Contracts, partnerships, and agreements. new product launches, mergers and acquisitions, and recent developments associated with the nutraceutical excipients market. Competitive analysis of upcoming startups in the nutraceutical excipients market ecosystem is covered in this report.

Reasons to buy this report:

The report will help the market leaders/new entrants in this market with information on

the closest approximations of the revenue numbers for the overall nutraceutical excipients market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities. The report provides insights on the following pointers:

Analysis of key drivers (Increased focus on preventive care is encouraging investments in products/solutions, which, in turn, is driving the demand for nutraceutical excipients, advancements in nanotechnology equipped with new features to drive the growth of the nutraceutical excipients market, rise in demand for fortified food products due to the increase in health consciousness among consumers, and introduction of mandates on food fortification by government organizations), restraints (Decrease in returns on R&D investments and high costs of clinical trials and registration) opportunities (High use of excipients with multifunctional properties is witnessed as an emerging trend among key players), and challenges (Consumer skepticism associated with nutraceutical products due to rural and semi-urban consumer perception on dietary supplements as pharmaceutical drugs and their false claims).

Product Development/Innovation: Detailed insights on, research & development activities, and new product launches in the nutraceutical excipients market

Market Development: Comprehensive information about lucrative markets – the report analyses the nutraceutical excipients market across varied regions.

Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments in the nutraceutical excipients market

Competitive Assessment: In-depth assessment of market shares, growth strategies, and product offerings of leading players like International Flavors & Fragrances Inc (US), Kerry Group plc (Ireland), Ingredion (US), Sensient Technologies Corporation (US), Associated British Foods plc (UK), BASF SE (Germany), Roquette Frères (France), MEGGLE GmbH & Co. KG (Germany), Cargill, Incorporated (US), Ashland (US), IMCD (Netherlands), Hilmar Cheese Company, Inc (US), Air Liquide (France), Azelis Group (Luxembourg), Biogrand GmbH (Germany), Innophos (US), JRS PHARMA (Germany), Omya AG

(Switzerland), Daicel Corporation (Japan), Alsiano A/S (Denmark), Colorcon (US), Fuji Chemical Industries Co., Ltd (Japan), Jigs Chemical (India), Panchamrut Chemicals (India), and GATTEFOSSE (France) among others in the nutraceutical excipients market.

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