

# **Asia Pacific Amino Acids, Peptides and Proteins (Nutraceuticals) Market By Application (Functional food, Functional Beverages, Animal Feed, Dietary Supplements, Personal care ) and By Geography- Trends and Forecast upto 2019**

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## **Abstracts**

The Asia-Pacific amino acids, peptides & proteins market is estimated to grow at a CAGR of 6.5% during the forecast period of 2014 to 2019. The Asia-Pacific consumers are increasingly becoming aware about their health and nutrition. This is mainly due to the changing lifestyles of the growing middle class population. The rise in the purchasing power of this middle-income population enables them to spend on nutraceutical products, which cater to the problems related to their dynamic lifestyles.

In this report, the Asia-Pacific amino acids, peptides & proteins market has been broadly discussed by its applications such as functional food, functional beverages, dietary supplement, animal nutrition, and personal care. The dietary supplement market is estimated to grow at the fastest CAGR during the given forecast period. The awareness regarding amino acids, peptides & proteins ingredients in the supplementary food and personal care segments is a major driving force for the growth of the Asia-Pacific amino acids, peptides & proteins market.

Japan is the largest market for amino acids, peptides & proteins in Asia-Pacific, having accounted for a share of 32.1% in 2014, followed by China. The market in India is projected to grow at the fastest CAGR during the given forecast period. The constituents of the Asia-Pacific region lack regulations related to nutraceutical products. The health claims related to particular products lack validation from concerned governmental authorities. Every government has its own clinical approval agency that has its own norms and regulations. The nutraceutical ingredient manufacturers face

several difficulties while developing products that will adhere to these norms completely.

Cargill Inc. (U.S.) holds a major share of the Asia-Pacific amino acids, peptides & proteins market as of 2014. Archer Daniels Midland Co. held a share of 5.8% in the same year. Ajinomoto (Japan), Kerry Ingredients (Ireland), and Royal DSM (Netherlands) are competing for a major share in the rapidly-growing amino acids, peptides & proteins market in the Asia-Pacific region. These companies are engaged in market strategies such as mergers & acquisitions, joint ventures, new product developments, and expansions to increase their market share in the Asia-Pacific amino acids, peptides & proteins market.

### **Reasons to Buy the Report:**

From an insight perspective, this research report has focused on various levels of analysis—industry analysis, market share analysis of top players, company profiles, which together comprise and discuss the basic views on the competitive landscape; emerging and high-growth segments of the Asia-Pacific amino acids, peptides & proteins market; high-growth countries and their respective regulatory policies; government initiatives; and market drivers, restraints, and opportunities.

The report will enrich both established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn will help the firms in garnering a greater share of the concerned market. Firms purchasing the report could use any one or combination of the below mentioned five strategies (market penetration, product development/innovation, market development, market diversification, and competitive assessment) for strengthening their market share.

### **The report provides insights on the following pointers:**

**Market Penetration:** Comprehensive information on amino acids, peptides & proteins offered by the top 10 players in the Asia-Pacific amino acids, peptides & proteins market

**Product Development/Innovation:** Detailed insights on upcoming technologies, research & development activities, and new product launches in the Asia-Pacific amino acids, peptides & proteins market

**Market Development:** Comprehensive information about lucrative emerging

markets; the report analyzes the markets for various applications of amino acids, peptides & proteins across Asia-Pacific

**Market Diversification:** Exhaustive information about new products, untapped geographies, recent developments, and investments in the Asia-Pacific amino acids, peptides & proteins market

**Competitive Assessment:** In-depth assessment of market shares, strategies, products, and manufacturing capabilities of the leading players in the Asia-Pacific amino acids, peptides & proteins m

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