

# **Asia-Pacific Minerals (Nutraceuticals) Market by Application (Functional Food, Functional Beverages, Dietary Supplement, Animal Nutrition, Personal Care) Analysis and Forecast to 2019**

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## **Abstracts**

The Asia Pacific minerals (nutraceuticals) market is estimated to grow at a CAGR of 7.3% from 2014 to 2019. However, some constraints are inhibiting the growth of this market. For instance, health claims related to particular products lack validation from concerned governmental authorities. Every government has its own clinical approval agency that sets the norms and regulations. The nutraceuticals ingredient manufacturers face difficulties while developing products that will adhere to the norms set by different agencies in different countries.

In this report, the Asia-Pacific minerals market has been segmented on the basis of its applications, such as functional food, functional beverages, dietary supplement, animal nutrition, and personal care. The dietary supplement segment is estimated to grow at the highest CAGR from 2014 to 2019. Awareness regarding benefits of minerals in the supplementary food and personal care products is the major driving force for the minerals market in this region.

Japan is the largest minerals market in Asia-Pacific with a market share of 42.54%, followed by China and India. The minerals market in China is projected to grow with the highest CAGR among all countries in coming years. Secure investment opportunities and increasing awareness among consumers are the major driving factors for the Asia-Pacific minerals market.

BASF SE (Germany) holds a significant share in the Asia-Pacific minerals market. Archer Daniels Midland Co. (U.S.), Cargill Inc. (U.S.), Royal DSM (Netherlands), and

Ingredion Inc. (U.S.) are other leading companies operating in the minerals market in this region. These companies are opting for varied market strategies, such as mergers & acquisitions, joint ventures, new product development, and expansions to increase their market share.

#### Reasons to Buy the Report:

From an insight perspective, this research report focuses 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, high-growth regions and countries along with their respective regulatory policies, government initiatives, 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 market share. 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 minerals offered by the top 10 market players.

**Product Development/Innovation:** Detailed insights on upcoming technologies, research & development activities, and new product launches in the market.

**Market Development:** Comprehensive information about lucrative emerging markets. The report analyzes the markets for various applications of minerals across Asia-Pacific.

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

**Competitive Assessment:** In-depth assessment of market shares, strategies, products, and manufacturing capabilities of leading market players.

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