

Asia Pacific Probiotic (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 Probiotics (Nutraceuticals) market is estimated to grow at a CAGR of 8. 0% from 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 Probiotics (Nutraceuticals) products, which cater to the problems related to their dynamic lifestyles. The altering lifestyle-based growth in Probiotics (Nutraceuticals) products in this region shows the growing market for Probiotics ingredients. The increase in demand for functional products is directly proportionate to the rise in the demand for Probiotics ingredients.

In this report, the Asia-Pacific Probiotics (Nutraceuticals) market has been broadly discussed by its applications such as Functional Food, Functional Beverages, Dietary Supplement, Animal Nutrition, and Personal Care. The Functional Beverages market is estimated to grow at the highest CAGR from 2014 to 2019. The rapid rate of globalization in the developing countries of the Asia-Pacific region is boosting the need of Probiotics in the food and beverage industry.

Japan is the largest Probiotics (Nutraceuticals) market among the Asia-Pacific countries with a market share of 41. 87% followed by China and India. China accounted for the highest CAGR for the estimated period. The increasing disposable incomes of people in these regions have caused an upsurge in the demand for functional foods and beverages.

Group Danone (France) held a major chunk in the Asia-Pacific Probiotics (Nutraceuticals) market in terms of market share. Chr. Hansen (Denmark) with a market share of 9.37% is not far behind Group Danone (France). The other firms such as Yakult Honsha Co. Ltd. (Japan), DuPont (U.S.), and Lallemand Health Solutions (Canada) are competing for growing the Probiotics (Nutraceuticals) market in the region. These companies are engaged in market strategies such as mergers and acquisitions, joint ventures, new product developments, and expansions to increase their market share in the Asia-Pacific Probiotics (Nutraceuticals) 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 Probiotics (Nutraceuticals) market, high-growth regions and countries and 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 firms in garnering a greater market share. Firms purchasing the report could use any one or a 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 Probiotics (Nutraceuticals) offered by the top 10 players in the Asia-Pacific Probiotics (Nutraceuticals) market.

Product Development/Innovation: Detailed insights on upcoming technologies, research and development activities, and new product launches in the Asia-Pacific Probiotics (Nutraceuticals) market.

Market Development: Comprehensive information about lucrative emerging markets. The report analyzes the markets for various applications of Probiotics (Nutraceuticals) across Asia-Pacific.

Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments in the Asia-Pacific Probiotics (Nutraceuticals) Market.

Competitive Assessment: In-depth assessment of market shares, strategies, products, and manufacturing capabilities of leading players in the Asia-Pacific Probiotics (Nutraceuticals) Market.

Contents

1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET SEGMENTATION & COVERAGE
- 1.3 STAKEHOLDERS

2 RESEARCH METHODOLOGY

- 2.1 INTEGRATED ECOSYSTEM OF PROBIOTICS (NUTRACEUTICALS) MARKET
- 2.2 ARRIVING AT THE PROBIOTICS (NUTRACEUTICALS) MARKET SIZE
 - 2.2.1 TOP-DOWN APPROACH
 - 2.2.2 BOTTOM-UP APPROACH
 - 2.2.3 MACROINDICATOR-BASED APPROACH
- 2.3 ASSUMPTIONS

3 EXECUTIVE SUMMARY

4 MARKET OVERVIEW

- 4.1 INTRODUCTION
- 4.2 PROBIOTICS (NUTRACEUTICALS) MARKET: COMPARISON WITH PARENT MARKET
- 4.3 MARKET DRIVERS AND INHIBITORS
- 4.4 KEY MARKET DYNAMICS
- 4.5 DEMAND SIDE ANALYSIS

5 PROBIOTICS (NUTRACEUTICALS) MARKET, BY APPLICATION

- 5.1 INTRODUCTION
- 5.2 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) MARKET IN FUNCTIONAL FOOD, BY GEOGRAPHY
- 5.3 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) IN FUNCTIONAL BEVERAGES, BY GEOGRAPHY
- 5.4 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) IN DIETARY SUPPLEMENTS, BY GEOGRAPHY, 2013 - 2019 (USD MN)
- 5.5 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) IN ANIMAL FEED, BY GEOGRAPHY, 2013 - 2019 (USD MN)

5.6 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) IN ANIMAL FEED, BY GEOGRAPHY, 2013 - 2019 (USD MN)

5.7 SNEAK VIEW: ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) MARKET, BY APPLICATION 2014

6 PROBIOTICS (NUTRACEUTICALS) MARKET, BY GEOGRAPHY

6.1 INTRODUCTION

6.2 JAPAN PROBIOTICS (NUTRACEUTICALS) MARKET BY APPLICATION

6.3 CHINA PROBIOTICS (NUTRACEUTICALS) MARKET BY APPLICATION

6.4 INDIA PROBIOTICS (NUTRACEUTICALS) MARKET BY APPLICATION

6.5 AUSTRALIA PROBIOTICS (NUTRACEUTICALS) MARKET BY APPLICATION

7 PROBIOTICS (NUTRACEUTICALS) MARKET: COMPETITIVE LANDSCAPE

7.1 PROBIOTICS (NUTRACEUTICALS) MARKET: COMPANY SHARE ANALYSIS

7.2 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) MARKET: MERGERS & ACQUISITIONS

7.3 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) MARKET: EXPANSIONS

7.4 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) MARKET: INVESTMENTS

7.5 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) MARKET: NEW PRODUCT DEVELOPMENT

7.6 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) MARKET: JOINT VENTURES

7.7 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) MARKET: AGREEMENTS

8 PROBIOTIC MARKET, BY COMPANY

(Overview, Financials, Products & Services, Strategy, and Developments)*

8.1 DANONE S.A.

8.2 CHR. HANSEN A/S.

8.3 E. I. DU PONT DE NEMOURS AND COMPANY:

8.4 YAKULT HONSHA CO. LTD

8.5 LALLEMAND INC.

*Details on overview, financials, product & services, strategy, and developments might not be captured in case of unlisted company

9 APPENDIX

9.1 CUSTOMIZATION OPTIONS

9.1.1 TECHNICAL ANALYSIS

9.1.2 LOW-COST SOURCING LOCATIONS

9.1.3 REGULATORY FRAMEWORK

9.1.4 PROBIOTIC USAGE DATA

9.1.5 IMPACT ANALYSIS

9.1.6 TRADE ANALYSIS

9.1.7 HISTORICAL DATA AND TRENDS

9.2 RELATED REPORTS

9.3 INTRODUCING RT: REAL TIME MARKET INTELLIGENCE

9.3.1 RT SNAPSHOTS

List Of Tables

LIST OF TABLES

Table 1 GLOBAL PROBIOTICS (NUTRACEUTICALS) PEER MARKET VALUE, 2014 (USD MN)

Table 2 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) MARKET: MACRO INDICATORS, BY GEOGRAPHY, 2014 (ABSOLUTE)

Table 3 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) MARKET: COMPARISON WITH PARENT MARKET, 2013 – 2019 (USD MN)

Table 4 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) MARKET: COMPARISON WITH PARENT MARKET, 2013 – 2019 (TONS)

Table 5 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) MARKET: DRIVERS AND INHIBITORS

Table 6 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) MARKET, BY APPLICATION, 2013 - 2019 (USD MN)

Table 7 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) MARKET, BY APPLICATION, 2013- 2019 (TONS)

Table 8 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) MARKET, BY GEOGRAPHY, 2013 - 2019 (USD MN)

Table 9 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) MARKET, BY GEOGRAPHY, 2013- 2019 (TONS)

Table 10 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) MARKET: COMPARISON WITH APPLICATION MARKETS, 2013 - 2019 (USD MN)

Table 11 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) MARKET, BY APPLICATION, 2013 - 2019 (USD MN)

Table 12 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS): MARKET, BY APPLICATION, 2013 - 2019 (TONS)

Table 13 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) MARKET IN FUNCTIONAL FOOD, BY GEOGRAPHY, 2013 - 2019 (USD MN)

Table 14 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) MARKET IN FUNCTIONAL FOOD, BY GEOGRAPHY, 2013 - 2019 (TONS)

Table 15 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) IN FUNCTIONAL BEVERAGES, BY GEOGRAPHY, 2013 – 2019 (USD MN)

Table 16 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) IN FUNCTIONAL BEVERAGES, BY GEOGRAPHY, 2013- 2019 (TONS)

Table 17 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) IN DIETARY SUPPLEMENTS, BY GEOGRAPHY, 2013 – 2019 (USD MN)

Table 18 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) IN DIETARY

SUPPLEMENTS, BY GEOGRAPHY, 2013 – 2019 (TONS)**Table 19 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) IN ANIMAL FEED, BY GEOGRAPHY, 2013 – 2019 (USD MN)****Table 20 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) IN ANIMAL FEED, BY GEOGRAPHY, 2013 – 2019 (TONS)****Table 21 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) IN PERSONAL CARE, BY GEOGRAPHY, 2013 – 2019 (USD MN)****Table 22 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) IN PERSONAL CARE, BY GEOGRAPHY, 2013 – 2019 (TONS)****Table 23 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) MARKET, BY GEOGRAPHY, 2013 - 2019 (USD MN)****Table 24 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) MARKET, BY GEOGRAPHY, 2013 - 2019 (TONS)****Table 25 JAPAN PROBIOTICS (NUTRACEUTICALS) MARKET, BY APPLICATION, 2013-2019 (USD MN)****Table 26 JAPAN PROBIOTICS (NUTRACEUTICALS) MARKET, BY APPLICATION, 2013-2019 (TONS)****Table 27 CHINA PROBIOTICS (NUTRACEUTICALS) MARKET, BY APPLICATION, 2013 - 2019 (USD MN)****Table 28 CHINA PROBIOTICS (NUTRACEUTICALS) MARKET, BY APPLICATION, 2013 - 2019 (TONS)****Table 29 INDIA PROBIOTICS (NUTRACEUTICALS) MARKET, BY APPLICATION, 2013-2019 (USD MN)****Table 30 INDIA PROBIOTICS (NUTRACEUTICALS) MARKET, BY APPLICATION, 2013-2019 (TONS)****Table 31 AUSTRALIA PROBIOTICS (NUTRACEUTICALS) MARKET, BY APPLICATION, 2013-2019 (USD MN)****Table 32 AUSTRALIA PROBIOTICS (NUTRACEUTICALS) MARKET, BY APPLICATION, 2013-2019 (TONS)****Table 33 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) MARKET: COMPANY SHARE ANALYSIS, 2014 (%)****Table 34 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) MARKET: MERGERS & ACQUISITIONS****Table 35 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) MARKET: EXPANSIONS****Table 36 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) MARKET: INVESTMENTS****Table 37 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) MARKET: NEW PRODUCT DEVELOPMENT****Table 38 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) MARKET: JOINT**

VENTURES

Table 39 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) MARKET:

AGREEMENTS

Table 40 DANONE: KEY OPERATIONS AND FINANCIALS, 2009 - 2013 (USD MN)

Table 41 CHR. HANSEN A/S: KEY OPERATIONS AND FINANCIALS DATA, 2010 - 2014 (USD MN)

Table 42 E. I. DU PONT DE NEMOURS AND COMPANY: KEY OPERATIONS AND FINANCIALS DATA, 2009 - 2013 (USD MN)

Table 43 YAKULT HONSHA CO. LTD: KEY OPERATIONS AND FINANCIALS, 2010 - 2014 (USD MN)

List Of Figures

LIST OF FIGURES

Figure 1 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) MARKET:
SEGMENTATION & COVERAGE

Figure 2 PROBIOTICS (NUTRACEUTICALS) MARKET: INTEGRATED ECOSYSTEM

Figure 3 RESEARCH METHODOLOGY

Figure 4 TOP-DOWN APPROACH

Figure 5 BOTTOM-UP APPROACH

Figure 6 MACROINDICATOR-BASED APPROACH

Figure 7 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) 2014: A MARKET
SNAPSHOT:

Figure 8 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) MARKET: GROWTH
ASPECTS

Figure 9 PROBIOTICS (NUTRACEUTICALS) MARKET: COMPARISON WITH
PARENT MARKET

Figure 10 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) MARKET, BY
APPLICATION, 2014 VS. 2019

Figure 11 PROBIOTICS (NUTRACEUTICALS): APPLICATION MARKET SCENARIO

Figure 12 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) MARKET, BY
APPLICATION, 2014 - 2019 (USD MN)

Figure 13 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) MARKET, BY
APPLICATION, 2014 - 2019 (TONS)

Figure 14 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) MARKET IN
FUNCTIONAL FOOD, BY GEOGRAPHY, 2013 - 2019 (USD MN)

Figure 15 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) MARKET IN
FUNCTIONAL BEVERAGES, BY GEOGRAPHY, 2013 - 2019 (USD MN)

Figure 16 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) MARKET IN DIETARY
SUPPLEMENTS, BY GEOGRAPHY, 2013 - 2019 (USD MN)

Figure 17 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) MARKET IN ANIMAL
FEED, BY GEOGRAPHY, 2013 - 2019 (USD MN)

Figure 18 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) MARKET IN PERSONAL
CARE, BY GEOGRAPHY, 2013 - 2019 (USD MN)

Figure 19 SNEAK VIEW: ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) MARKET
2014

Figure 20 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) MARKET: GROWTH
ANALYSIS, BY GEOGRAPHY, 2013-2019 (USD MN)

Figure 21 ASIA-PACIFIC PROBIOTICS (NUTRACEUTICALS) MARKET: GROWTH

ANALYSIS, BY GEOGRAPHY, 2013-2019 (TONS)

Figure 22 JAPAN PROBIOTICS (NUTRACEUTICALS) MARKET, BY APPLICATION, 2013-2019 (USD MN)

Figure 23 JAPAN PROBIOTICS (NUTRACEUTICALS) MARKET: APPLICATION SNAPSHOT

Figure 24 CHINA PROBIOTICS (NUTRACEUTICALS) MARKET, BY APPLICATION, 2013-2019 (USD MN)

Figure 25 CHINA PROBIOTICS (NUTRACEUTICALS) MARKET: APPLICATION SNAPSHOT

Figure 26 INDIA PROBIOTICS (NUTRACEUTICALS) MARKET, BY APPLICATION, 2013 - 2019 (USD MN)

Figure 27 INDIA PROBIOTICS (NUTRACEUTICALS) MARKET: APPLICATION SNAPSHOT

Figure 28 AUSTRALIA PROBIOTICS (NUTRACEUTICALS) MARKET, BY APPLICATION, 2013-2019 (USD MN)

Figure 29 AUSTRALIA PROBIOTICS (NUTRACEUTICALS) MARKET: APPLICATION SNAPSHOT

Figure 30 PROBIOTICS (NUTRACEUTICALS) MARKET: COMPANY SHARE ANALYSIS, 2014 (%)

Figure 31 DANONE: REVENUE MIX, 2013 (%)

Figure 32 CHR. HANSEN A/S REVENUE MIX, 2014 (%)

Figure 33 E. I. DU PONT DE NEMOURS AND COMPANY REVENUE MIX, 2013 (%)

Figure 34 YAKULT HONSHA CO. LTD. REVENUE MIX, 2014 (%)

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