

# **AsiaPacific Vitamins (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 Vitamins (Nutraceuticals) market is estimated to grow at a CAGR of 7.0% 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 Nutraceuticals products which cater to the problems related to their dynamic lifestyles. The altering lifestyle-based growth in nutraceuticals products in this region shows the growing market for nutraceuticals ingredients. This is due to the increase in demand for functional products that is directly proportional to the rise in the demand for nutraceuticals ingredients.

In this report, the Asia-Pacific vitamins (nutraceuticals) market has been broadly discussed by its applications such as functional food, functional beverages, dietary supplements, animal nutrition and personal care. The dietary food market is estimated to grow at the highest CAGR from 2014 to 2019. Awareness of vitamins (nutraceuticals) ingredients in the supplementary food and personal care is a major driving force for the vitamins (nutraceuticals) industry in Asia-Pacific.

Japan is the largest vitamins (nutraceuticals) market in Asia-Pacific with a market share of 28.48% followed by China. India has the highest CAGR for the estimated period. There are quality control issues with minerals as well as vitamins imported from China, especially used in pet food. In the U.S., there was an issue of deaths of thousands of dogs and cats due to consumption of the contaminated food sourced from China. This has made the pet owners more cautious. This acts as a restricting factor in the growth

of the vitamins (nutraceuticals) ingredients consumption in the Asia-Pacific region.

Royal DSM (The Netherlands) has a major chunk in Asia-Pacific Vitamins (Nutraceuticals) market in terms of market share. BASF SE (Germany) with market share of 8.72% is behind the Royal DSM (The Netherlands). The other firms such as DuPont (US), Honson Group (Canada), Archer Daniels Midland Co. (US), Cargill Inc. (US), and Aland (Jiangsu) Nutraceutical Co. Ltd. are competing for growing vitamins (nutraceuticals) market in the region. These companies are engaged in market strategies such as mergers & acquisitions, joint venture, new product development and expansion to increase their market share in the Asia-Pacific vitamins (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 Vitamins (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 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 Vitamins (Nutraceuticals) offered by the top 10 players in the Asia-Pacific vitamins (nutraceuticals) market.

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

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

markets. The report analyzes the markets for various application of vitamins (nutraceuticals) across Asia-Pacific.

**Market Diversification:** Exhaustive information about new products, untapped geographies, recent developments, and investments in the Asia-Pacific vitamins (nutraceuticals) market.

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

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