

Europe Fibers & Specialty Carbohydrates (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 European fibers & specialty carbohydrates (nutraceuticals) market is projected to grow at a CAGR of 7.4% from 2014 to 2019. The rapid rate of globalization in European countries is boosting the food & beverage industry, which in turn, is increasing the demand for food & beverage ingredients. The rising disposable income and purchasing power of people in this region have caused a hike in the demand for functional foodstuffs. Countries such as Germany, France, and the U.K. have a strong presence in the nutraceuticals and functional food & beverages sectors, in contrast with countries such as France and Switzerland which are steadily rising. In other parts of Europe, this market is still in a progressive stage mainly due to the lack of awareness of the benefits of these products.

In this report, the European fibers & specialty carbohydrates (nutraceuticals) market has been broadly discussed in terms of applications such as functional food, functional beverages, dietary supplement, animal feed, and personal care. The functional food segment is projected to grow at the highest CAGR from 2014 to 2019. The swift rate of globalization in the countries of Europe is increasing the demand for fibers & specialty carbohydrates in the food & beverage industry.

Germany is the largest fibers & specialty carbohydrates (nutraceuticals) market in Europe, with a share of 22.0%; followed by France and the U.K. The market in Russia is projected to grow at the highest CAGR during the review period. Increasing consumer awareness and growing number of health issues due to changing lifestyles and eating

patterns has increased the demand for fibers & specialty carbohydrates products in Europe.

Tate & Lyle PLC (U.K.) held the major share in the European fibers & specialty carbohydrates (nutraceuticals) market in terms of market share. Cargill Incorporated (U.S.), with a market share of 12.4% is not far behind Tate & Lyle PLC (U.K.). Other firms such as Roquette Freres (France) and E. I. du Pont de Nemours and Company (U.S.) are competing for market share in the region. These companies are actively engaged in strategies such as mergers & acquisitions, joint ventures, new product development, and expansion to increase their market share.

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 Europe fibers & specialty carbohydrates (nutraceuticals) market, high-growth regions and countries and their respective regulatory policies, government initiatives, drivers, restraints, and opportunities.

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

The report provides insights on the following pointers:

Market Penetration: Comprehensive information on fibers & specialty carbohydrates (nutraceuticals) offered by the top 10 players in the market.

Product Development/Innovation: Detailed insights on upcoming technologies, research and development activities, and new product launches in the European fibers & specialty carbohydrates (nutraceuticals) market.

Market Development: Comprehensive information about lucrative emerging markets. The report analyzes the markets for various applications of fibers & specialty carbohydrates (nutraceuticals) across Europe.

Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments in the European fibers & specialty carbohydrates (nutraceuticals) market.

Competitive Assessment: In-depth assessment of market shares, strategies, products, and manufacturing capabilities of leading players in the European fibers & specialty carbohydrates (nutraceuticals) market.

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