

Europe Nutraceuticals Market by Applications (Functional Food, Functional Beverages, Dietary Supplements, Animal Feed, Personal Care); by Types (Prebiotics, Probiotics, Omega-3 & Structured Lipids and Others); by Country - Analysis and Forecast (2014-2019)

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Abstracts

The European nutraceuticals market is projected to grow at a CAGR of 7.2% from 2014 to 2019. The European market is lagging behind the Asia Pacific nutraceuticals markets because of difference of lifestyle and food habits. The European market experiences a demand for technologically-advanced products to cater to the needs of the consumers. This development comes at a price. Also, stringent product approval legislations and R&D costs have led to price hikes in the final nutraceutical products, making their production costly and time-consuming. This acts as a significant constraint for the overall nutraceuticals market in Europe.

In this report, the European nutraceuticals market has been broadly discussed in terms of its applications such as functional food, functional beverages, dietary supplements, animal feed, and personal care. The functional beverages segment is projected to grow at the highest CAGR from 2014 to 2019. Awareness about nutraceuticals is the major driving force for the industry in Europe.

Germany is the largest nutraceuticals market in Europe, with a share of 23.02%, followed by France and the U.K. The market in Russia is projected to grow at the highest CAGR during the review period.

The largest private company in the U.S., Cargill Incorporated has a major share in the

European nutraceuticals market. Archer Daniels Midland (U.S.) has a market share of 15.55%. Other firms such as BASF SE (Germany), DuPont (U.S.), and Royal DSM (Netherlands) are competing for a share in the growing nutraceuticals market in the region. These companies are adapting market strategies such as mergers and acquisitions, joint ventures, new product development, and expansion to increase their share in the European 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 European 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 firms garner a greater market share. Firms purchasing the report could use any one or a combination of the 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 nutraceuticals offered by the top 10 players in the European nutraceuticals market.

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

Market Development: Comprehensive information about lucrative emerging markets. The report analyzes the markets for various applications of nutraceuticals across Europe.

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

Competitive Assessment: In-depth assessment of market shares, strategies, products, and manufacturing capabilities of leading players in the European nutraceuticals market.

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