

Europe Prebiotics (Nutraceuticals) Market by Application (Functional Food, Functional Beverages, Dietary Supplements, Animal Feed, & Personal Care) by Country (Germany, France, Russia, Italy, Switzerland, and U.K.) - Analysis & Forecast to 2019

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Abstracts

The European prebiotics (nutraceuticals) market is estimated to grow at a CAGR of 7.7% from 2014 to 2019. The increasing concern over preventive healthcare is driving Europe's market growth. The European prebiotics (nutraceuticals) market has numerous distribution channels. Prebiotics (nutraceuticals) products produced by manufacturers are made available extensively to end consumers through supermarket chains, pharmacies, and specialist health food stores. The ease of access through the multi-fold distribution channels makes them popular among the consumers in turn benefitting the prebiotics (nutraceuticals) ingredients industry.

In this report, the Europe prebiotics (nutraceuticals) market has been broadly discussed by its application such as functional food, functional beverages, dietary supplement, animal nutrition, and personal care. The functional food market is estimated to grow at the highest CAGR from 2014 to 2019. Awareness related to prebiotics (nutraceuticals) food is a major driving force for the prebiotics (nutraceuticals) industry in Europe.

Germany is the largest Prebiotics (Nutraceuticals) market among the Europe with market share of 22.62% followed by France and Italy. Russia has the highest CAGR% for the estimated period. The prebiotics (nutraceuticals) industry is heavily dependent upon technology due to its complex nature. Hence, technological advancement for production of different variants of prebiotics (nutraceuticals) ingredients has been on the rise. The technological developments along with scientific research done to cater to the needs of the customers are driving the market for these ingredients in Europe.

Chr. Hansen (Denmark) has a major chunk in the European prebiotics (nutraceuticals) market in terms of market share. Cargill Inc. (US) with market share of 3.50% is not far behind the Cargill Inc. (US). Other firms such as Beneo (Germany) and Abbott (US) are competing for the growing Prebiotics (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 the market share in the Europe prebiotics (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 prebiotics (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 prebiotics (nutraceuticals) offered by the top 10 players in the European prebiotics (nutraceuticals) market.

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

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

Market Diversification: Exhaustive information about new products, untapped

geographies, recent developments, and investments in the European prebiotics (nutraceuticals) market.

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

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