

# **North America Amino Acids, Peptides and Proteins (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 North America amino acids, peptides, and proteins (nutraceuticals) market is estimated to grow at a Compound Annual Growth Rate (CAGR) of 6.0% from 2014 to 2019. The North America amino acids, peptides, and proteins (nutraceuticals) market is lagging behind the Asia-Pacific and Europe regions. There is an increasing trend in prices of protein ingredients in the U.S. market. This is mainly due to raw material shortage coupled with irregular imports. The timely supply of raw material is a critical factor in the industry. Hence, the rising ingredients prices stunt the likely growth in the market due to new product developments and plant protein demands.

In this report, the North America amino acids, peptides, and proteins (nutraceuticals) market has been broadly discussed by its application such as functional food, functional beverages, dietary supplement, animal nutrition, and personal care. The dietary food market is estimated to grow at the highest CAGR from 2014 to 2019. Awareness of amino acids, peptides, and proteins (nutraceuticals) ingredients in the supplementary food and personal care is the major driving force for amino acids, peptides, and proteins (nutraceuticals) industry in North America.

The U.S. is the largest amino acids, peptides, and proteins (nutraceuticals) market among the North America region with a market share of 53.09% followed by Canada. Mexico has the highest CAGR for the estimated period. The rising number of graying population seen in this region has led to increased health consciousness. The claims of nutraceuticals products related to prevention of chronic diseases, improved health,

delay in the aging process, and increased life expectancy have generated an interest in the aging population. This drives the overall market for these ingredients in the North America region.

The Archer Daniels Midland Co. (U.S.) has major chunk in the North America amino acids, peptides, and proteins (nutraceuticals) market in terms of market share. Cargill, Inc. (U.S.) with a market share of 8.05% is behind the Archer Daniels Midland Co. (U.S.). The other firms such as Cargill, Inc. (U.S.), American Casein Company (U.S.), Ajinomoto (Japan), and Kerry Ingredients (Ireland) are competing for growing amino acids, peptides, and proteins (nutraceuticals) market in the region. These companies are engaged in market strategies such as mergers and acquisitions, joint venture, new product development, and expansion to increase their market share in the North America amino acids, peptides, and proteins (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, and company profiles, which together comprise and discuss the basic views on the competitive landscape, emerging- and high-growth segments of the North America amino acids, peptides, and proteins (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 amino acids, peptides, and proteins (nutraceuticals) offered by the top 10 players in the North America amino acids, peptides, and proteins (nutraceuticals) market.

**Product Development/Innovation:** Detailed insights on upcoming technologies, research and development activities, and new product launches in the North America amino acids, peptides, and proteins (nutraceuticals) market.

**Market Development:** Comprehensive information about lucrative emerging markets. The report analyzes the markets for various application of amino acids, peptides, and proteins (nutraceuticals) across North America.

**Market Diversification:** Exhaustive information about new products, untapped geographies, recent developments, and investments in the North America amino acids, peptides, and proteins (nutraceuticals) market.

**Competitive Assessment:** In-depth assessment of market shares, strategies, products, and manufacturing capabilities of leading players in the North America amino acids, peptides, and proteins (nutraceuticals) market.

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