

North America 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

<https://marketpublishers.com/r/N356EFA7823EN.html>

Date: April 2015

Pages: 82

Price: US\$ 2,650.00 (Single User License)

ID: N356EFA7823EN

Abstracts

The North American fibers & specialty carbohydrates (nutraceuticals) market is estimated to grow at a CAGR of 7.1% from 2014 to 2019. The rapid rate of globalization in the developing countries of North American region is boosting the food & beverage industry. The increasing disposable incomes of the people in these regions have caused an upsurge in the demand for functional foods and beverages. North American countries such as the U.S. and Canada have an existing strong nutraceuticals and functional food and drinks sector, in contrast with countries such as Mexico, which are gradually rising. In other parts of the North American region, this sector is still in its nascent stage mainly due to the lack of awareness of these products.

In this report, the North American fibers & specialty carbohydrates (nutraceuticals) market has been broadly discussed by its applications such as functional food, functional beverages, dietary supplement, animal nutrition, and personal care. The functional beverages market is estimated to grow at the highest CAGR from 2014 to 2019. The rapid rate of globalization in the developing countries of the North American region is boosting the need for fibers & specialty carbohydrates in the food & beverage industry.

The U.S. is the largest fibers & specialty carbohydrates (nutraceuticals) market among the North America with a market share of 52.43% followed by Canada and Mexico. The U.S. has the highest CAGR% for the estimated period. Increase in consumer awareness has propelled the demand for fibers & specialty carbohydrates products in

the North American region.

Tate & Lyle (England) has a major chunk in the North American fibers & specialty carbohydrates (nutraceuticals) market in terms of market share. Cargill Inc. (U.S.) with the market share of 11.70% is not far behind Tate & Lyle (England). Other firms such as E.I. DuPont de Nemours and Company (US) and Ingredion Incorporated (U.S.) are competing for growing fibers & specialty carbohydrates (nutraceuticals) market in the region. These companies are engaged in market 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 North American fibers & specialty carbohydrates (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 fibers & specialty carbohydrates (nutraceuticals) offered by the top 10 players in the North American fibers & specialty carbohydrates (nutraceuticals) market.

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

Market Development: Comprehensive information about lucrative emerging

markets. The report analyses the markets for various application of fibers & specialty carbohydrates (nutraceuticals) across North America.

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

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

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