

North America Nutraceuticals Market By Type(Prebiotics, Probiotics, Amino acids peptides & Proteins, Fibres & Specialty Carbohydrates, Vitamins, Minerals, Carotenoids & Antioxidants, Phytochemicals & Plant extracts), By application and By Geography - Trends and Forecast upto 2019

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Abstracts

The North American nutraceuticals market is estimated to grow at a CAGR of 7.1% during the forecast period, 2014 to 2019. The North American market, however, is lagging behind the European and the Asia-Pacific nutraceuticals markets because of the differences in life style and food habits. The U.S. holds the largest market share of the North American nutraceuticals market. In the U.S., over 70 million adults suffer from digestive problems caused by poor dietary habits. The increase in awareness about the benefits of nutraceuticals and concern over preventive healthcare is driving the growth of the North American nutraceuticals market.

In this report, the North American nutraceuticals market has been broadly discussed in terms of its applications, which include functional foods, functional beverages, dietary supplement, animal nutrition, and personal care. The functional beverages segment is estimated to grow at the fastest CAGR from 2014 to 2019.

The U.S., which is the largest nutraceuticals market in the North American region, accounted for a market share of 58.12% in 2014, followed by Canada and Mexico. Mexico is expected to grow at the fastest CAGR during the given forecast period. The major factors that are driving growth of the Mexican nutraceuticals market are increase in both awareness about nutraceutical foods and purchasing power parity, and the easy availability of Fast-Moving Consumer Goods (FMCG) incorporated with nutraceuticals.

Cargill, Inc. (U.S.) holds the largest share of the North American nutraceuticals market as of 2014. The Archer Daniels Midland Company, with a market share of 12.87%, is the second-largest contributor to the North American market. Other firms, such as BASF SE (Germany), DuPont (U.S.), and Royal DSM N.V. (Netherlands), are also competing for major shares in the North American nutraceuticals market. These companies are developing market strategies, such as, mergers & acquisitions, joint ventures, new product launches, and expansions to increase their market share in the North American nutraceuticals market.

Reasons to Buy the Report:

From the insight perspective, this research report has focused on various levels of analysis—industry analysis, market share analysis of top players, and company profiles. These insights together comprise and discuss the basic views on the competitive landscape, emerging and high-growth segments of the North American nutraceuticals market, regulatory policies and initiatives of governments of different countries, drivers, restraints, and opportunities.

The report will help both the 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 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 nutraceuticals offered by the top 10 players in the North American nutraceuticals market

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

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

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

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

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