

North America Omega 3 & Structured lipids (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 American Omega-3 & structured lipids (nutraceuticals) market is projected to grow at a CAGR of 6.6% from 2014 to 2019. The rapid rate of globalization in the developing countries of North America is boosting the food & beverage industry. The increasing disposable income in these countries has caused an upsurge in the demand for functional foods & beverages. Countries such as the U.S. and Canada have strong nutraceuticals and functional food & drinks sectors, in contrast with countries such as Mexico, which are gradually growing. In other parts of North America, this sector is still in its nascent stage, mainly due to the lack of awareness of these products.

In this report, the North American Omega-3 & structured lipids (nutraceuticals) market has been broadly discussed by its applications such as functional food, functional beverages, dietary supplement, animal feed, and personal care. The dietary supplements segment is projected to grow at the highest CAGR from 2014 to 2019.

The U.S. is the largest Omega-3 & structured lipids (nutraceuticals) market in North America, with a share of 54.94%, followed by Canada and Mexico. Increase in consumer awareness has propelled the demand for Omega-3 & structured lipids products in this region.

BASF SE (Germany) has a major share in the North American Omega-3 & structured lipids (nutraceuticals) market. Nippon Suisan Kaisha (NISSUI) (Japan), with a market share of 7.02% is not far behind. Other firms such as Wuxi Xunda (China) and Croda

International (U.K.) are competing in the region. These companies are engaged in mergers & acquisitions, joint ventures, new product development, and expansions to increase their share in the North American Omega-3 & structured lipids (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 North American Omega 3 & structured lipids (nutraceuticals) 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 them in garnering a greater market share. Firms purchasing the report could use any one or a 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 Omega-3 & structured lipids (nutraceuticals) offered by the top 10 players in the North American market.

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product launches in the North American Omega-3 & structured lipids (nutraceuticals) market.

Market Development: Comprehensive information about lucrative emerging markets. The report analyzes the markets for various applications of Omega-3 & structured lipids (nutraceuticals) across North America.

Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments in the North American Omega-3 & structured lipids (nutraceuticals) market.

Competitive Assessment: In-depth assessment of market shares, strategies,

products, and manufacturing capabilities of leading players in the North American Omega-3 & structured lipids (nutraceuticals) market.

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