

Antioxidant Products in the U.S.: Foods, Beverages, Supplements and Personal Care

<https://marketpublishers.com/r/AF5340B845AEN.html>

Date: March 2012

Pages: 256

Price: US\$ 3,300.00 (Single User License)

ID: AF5340B845AEN

Abstracts

Antioxidants are found in a diversity of consumer packaged goods—from fruit juices to deodorant—but reflect a metatrend whereby the link between dietary supplements and actual diets is becoming ever stronger. American consumers not only approach foods and beverages from a nutritional supplementation perspective, but also have come to regard health and beauty products as extensions of the foods they eat and the nutritional supplements they take. What has emerged is a continuum of nutrient-positioned products extending from whole foods into fortified/functional foods and through to nutritional supplements and personal care products.

For this reason, Packaged Facts' **Antioxidants Products in the U.S.: Foods, Beverages, Supplements, and Personal Care** sees tremendous growth potential for antioxidant product marketers over the next ten years. Several drivers are fueling this market, including consumers living longer than ever before, the uncertain state of the healthcare system and of environmental protection, and increased demands for vitality in a highly competitive job market. Moreover, marketers and media of all stripes continue to educate consumers about the anti-aging and immunity-boosting qualities of antioxidants—making antioxidants a household word and helping to counteract barriers raised by the complexity of the antioxidant health message, the lack of standards, and somewhat stringent FDA guidance on nutrient content claims for antioxidant foods and beverages.

Report Methodology

This Packaged Facts report examines the U.S. marketplace for antioxidant consumer packaged products. While boundaries in this market are difficult to draw, this report focuses on high-antioxidant or antioxidant-featuring food, beverage, supplement, and

personal care products (including cosmetics). Antioxidants Products in the U.S is based on information gathered from primary, secondary, and syndicated sources. Primary research involved on-site study of how antioxidant products are sold through retail stores and marketed across various platforms, consultation with industry sources, and a Packaged Facts online consumer survey conducted in February-March 2012. Secondary research involved the evaluation and comparison of data and information found in financial, trade, government, and other sources, as well as company media. Syndicated retail sales-tracking data from SymphonyIRI and national consumer survey data from Experian Simmons are factored in to provide topline market sales estimates and projections.

Contents

CHAPTER 1: EXECUTIVE SUMMARY

Report Parameters

Classifications

Vitamins

Minerals

'The Ultimate Antioxidant' — Glutathione

'The Antioxidant Miracle' — Alpha-Lipoic Acid

'The Miracle Nutrient' — Coenzyme Q10

Bioflavonoids

Carotenoids

Hormones

How Antioxidant Content Is Measured

Antioxidant Levels in Foods and Ingredients

Whole Grains: Research Reveals More Antioxidant Value

Antioxidants in Consumer Packaged Goods (CPG)

FDA Guidance on Antioxidant Claims

The Overall Antioxidant Market

Market Reaches \$65 Billion in 2011

Table 1-1: Current and Projected U.S. Retail Sales of Food, Beverage, Supplement and Personal Care Products With Significant Antioxidant Content: 2010-2011 vs. 2016 (in millions of dollars)

Packaged Facts Survey Shows 29% of Consumers Buying Grocery Products That Promote Antioxidant Content

Antioxidant-Positioned Foods Category Expands in Wake of Recent Studies

In Beverage Category, RTD Teas, Coffees, Deliver Nutrition and Energy

Superantioxidant Supplements in High Demand

Personal Care Products Spurred by Recession

Patterns by Category for Antioxidant Product Claims

Table 1-2: New Product Introductions with Antioxidant Claims by Product Category: 2007-2011

Consumer Demand for Antioxidant Groceries

Figure 1-1: Top Grocery Product Nutritional Claims, 2011 (percent)

The Antioxidant Game: Everyone In!

Close-Up on Antioxidant Foods

High-Antioxidant Packaged Foods Reach \$45 Billion in Sales in 2011

Table 1-3: U.S. Retail Sales of Foods with Significant Antioxidant Content: 2010 vs.

2011 (in millions of dollars)

Antioxidants and the Average American Supermarket

High Antioxidant Claims in New Food Products

McCormick and Healthy Spices

Antioxidants in Grains and Cereals

General Mills Is Dominant Presence in Antioxidant-Rich Cereals

Antioxidant Chocolate

Experimentation with Antioxidant Cheese

Close-Up on High-Antioxidant Beverages

Sales of Beverages with Antioxidant Claims Reach \$12.2 Billion in 2011

Table 1-4: U.S. Retail Sales of Beverages with Antioxidant Claims or Significant Antioxidant Content: 2010 vs. 2011 (in millions of dollars)

High Antioxidant Second Only to High Vitamins in Beverages

Table 1-5: New Product Reports by High Nutrient Content Claims: Non-Alcoholic Beverages, 2010 vs. 2011

Science No Longer Versus Nature

Alternative Milks, Teas Appeal Strongly to Antioxidant Seekers

Superfruit Forecast: Yuzu and Sea Buckthorn Rising

Hangover 'Cures' and Detox Beverages

POM Wonderful Draws Government Scrutiny for Product Claims

Close-Up on Antioxidant Supplements

\$12 Million in Sales of Antioxidant Formula Supplements

Table 1-6: U.S. Retail Sales of Supplements with Antioxidant Claims: 2010 vs. 2011 (in millions of dollars)

Antioxidant Claims in New Supplement Products

Table 1-6 Share of Supplement New Product Introduction Stock-Keeping Units with Antioxidant Claims: By Product Format: 2007-2008 vs. 2010-2011

Age, Beauty, Youth, Skin

Superfruits

Resveratrol

Antioxidant + Omega-3

Consumer Patterns for Antioxidant Supplements

Table 1-7: Usage Rates for Supplements Overall vs. Antioxidant Supplements, 2008-2011 (index of U.S. adults)

Table 1-8: Top Psychographic Indicators for Use of Antioxidant Supplements, 2011 (index of U.S. adults)

Table 1-9: Top Demographic Indicators for Use of Antioxidant Supplements, 2011 (index of U.S. adults)

Close-Up on Antioxidant Personal Care & Cosmetics

Retail Sales Estimated at \$3.9 Billion in 2011

Table 1-10: U.S. Retail Sales of Personal Care and Cosmetics Products with Antioxidant Claims: 2010 vs. 2011 (in millions of dollars)

Packaged Facts Survey Shows 15% of Consumers Buying Skincare or Cosmetic Products That Feature Antioxidant Ingredients

Color Cosmetics Introductions Gain Share

Table 1-11: Share of Personal Care and Cosmetic New Product Introduction Stock-Keeping Units with Antioxidant Claims: By Product Segment: 2007-2008 vs. 2010-2011

New Product Trends: Raiding the Pantry

Detox Skincare Products

Oral Care

Deodorants

Color Cosmetics

Consumer Patterns for Skincare

Table 1-12: Overview of Skincare Product Use by Gender, Type, and Brand, 2011 (percent)

Olay Is Top Anti-aging Moisturizer and Facial Cleanser

Age, Gender and Ethnicity Affect Use of Anti-Aging Skincare

CHAPTER 2: ANTIOXIDANT COMPOSITION AND SOURCES

Highlights

Antioxidant Composition and Sources

Report Parameters

Antioxidants: Our Very Tiny Allies

Figure 2-1: The Effect of Antioxidant Molecules on Free-Radical Molecules

Our Enemies: Free Radicals

Research Continues

Classifications: Chemical Ingredients vs. Finished Products

Vitamins

Minerals

Table 2-1: Some Examples of Antioxidant Vitamins and Minerals: Their Actions and Sources

Vitamin-like Substances

'The Ultimate Antioxidant' — Glutathione

'The Antioxidant Miracle' — Alpha-Lipoic Acid

'The Miracle Nutrient' — Coenzyme Q10

Bioflavonoids

Carotenoids

Hormones

The Functional Components of Antioxidants

Table 2-2: Examples of Functional Components: Their Sources and Potential Benefits

How Antioxidant Content Is Measured

Comparison of ORAC Data

ORAC Benefits and Drawbacks

The Use of ORAC Values Forbidden in Marketing Materials

Other Antioxidant Measurements

Antioxidant Levels in Foods and Ingredients

Color Matters

ORAC Assay and Its Spectrum of Color

Same Species / Different Color

Whole Grains: Research Reveals More Antioxidant Value

Sumac: Grain, Spice, Fruit — In a Class by Itself

Spices: Treating Ailments for Thousands of Years

Cloves in First Place

Coaxing Nature to Create Superberry

Antioxidants in Consumer Packaged Goods (CPG)

Synthetics — A Good Idea?

Oxygen Radical Absorbance Capacity (ORAC) of Selected Foods

Table 2-3: Antioxidant Content of Selected Food Sources and Their ORAC Mean Value

Table 2-4: Antioxidant Content of Selected Wines and Their ORAC Mean Value

Table 2-5: Antioxidant Content of Selected Grains and Their ORAC Mean Value

Table 2-6: Antioxidant Content of Selected Spices and Their ORAC Mean Value

Table 2-7: Antioxidant Content of Selected Berries, Drupes, and Baccate Fruits and Their ORAC Mean Value

Table 2-8: Antioxidant Content of Selected Chocolate Products and Their ORAC Mean Value

Table 2-9: Antioxidant Content of Selected Legumes and Their ORAC Mean Value

Table 2-10: Antioxidant Content of Selected Nuts and Their ORAC Mean Value

Table 2-11: Antioxidant Content of Tea Preparations and Their ORAC Mean Value

FDA Guidance on Antioxidant Claims

CHAPTER 3: THE OVERALL ANTIOXIDANT MARKET

Highlights

Market Reaches \$65 Billion in 2011

Table 3-1: Current and Projected U.S. Retail Sales of Food, Beverage, Supplement and Personal Care Products With Significant Antioxidant Content: 2010-2011 vs. 2016 (in millions of dollars)

Packaged Facts Survey Shows 29% of Consumers Buying Grocery Products That Promote Antioxidant Content

Antioxidant-Positioned Foods Category Expands in Wake of Recent Studies

In Beverage Category, RTD Teas, Coffees, Deliver Nutrition and Energy

Superantioxidant Supplements in High Demand

Personal Care Products Spurred by Recession

Patterns by Category for Antioxidant Product Claims

Table 3-2: New Product Introductions with Antioxidant Claims by Product Category: 2007-2011

Factors to Market Growth

Boomers, Seniors, and Aging

The Man Who Invented 'Successful Aging'

Ageism Persists

Boomers Prepared to Stay Young Forever

Figure 3-1: Expected Age of Retirement According to American Workers in 2011

Many Boomers Can't Retire

Numbers of Uninsured Exceed 60 Million

Figure 3-2: Uninsured Non-Elderly in the U.S.

Consumer Education, Self-Research Are Key

About 60% Read Nutrition Labels

A Boost from Antioxidants

Figure 3-3: Top Grocery Product Nutritional Claims, 2011 (percent)

More Advertising Exposure as Concerned Consumers Take to the Web

Table 3-3: Most Visited Health Information Sites in June 2011, According to Alexa.com

Fear of Aging Accelerating Among Teens and Tweens

All Teens Want To Be Celebrities

Antioxidants and Suncare

Antioxidants Especially U.V. Palliative

Allure of the Physical Life

New Dangers of Desk Jobs

Preparing for Physical Stress

Fighting Diseases: Old And New

Rise of the Superbugs

Environmental Peril Stimulates Antioxidant Market

The Competitive Situation

The Antioxidant Game: Everyone In!

The Playing Field: Fierce, But Feasible

The Internet: Foe—and Friend

The Big Blur

Mergers and Acquisitions of Note

Table 3-4: Selected Acquisitions Relevant to the U.S. Antioxidants Market 2005-2011

Competitive Overviews

Competitive Overview: The Estée Lauder Companies, Inc.

Competitive Overview: Hain Celestial Group, Inc.

Competitive Overview: Kraft Foods, Inc.

Competitive Overview: NOW Foods

Competitive Overview: POM Wonderful, LLC

CHAPTER 4: CLOSE-UP ON HIGH-ANTIOXIDANT FOODS

Highlights

High-Antioxidant Packaged Foods Reach \$45 Billion in Sales in 2011

Table 4-1: U.S. Retail Sales of Foods with Significant Antioxidant Content: 2010 vs. 2011 (in millions of dollars)

Antioxidants and the Average American Supermarket

Table 4-2: Antioxidant Content of Common Supermarket Foods According to Their ORAC Mean Value

High Antioxidant Claims in New Food Products

Table 4-3: New Product Reports by High Nutrient Content Claims: Foods, 2010 vs. 2011

Table 4-4: New Products Making Antioxidant Claims 2007 – July 2011

Players in the Antioxidant Foods Arena

Table 4-5: 200 Marketers of Antioxidant-Rich Foods and Their Representative Brands

New Product Trends

The New USDA Pyramid: Stimulus for the Antioxidant Foods Market

Figure 4-1: USDA MyPlate Illustration

Eating Well Is Not Cheap

Science Creates More Marketing Potential for Spices

McCormick and Health Advertising for Spices

Whole Grain Benefits Expand the Market

Antioxidants in Grains and Cereals

General Mills is Dominant Presence in Market for Antioxidant Rich Cereals

Table 4-6: Antioxidant Content of Breakfast Cereals

Table 4-7: Health Conscious Psychographics of Consumers Using Cereal Brands

with Antioxidants, 2011 (index)

Table 4-8: Consumer Use of Cereal Brands with Antioxidants, by Age Bracket, 2011 (index)

Antioxidant Chocolate

Functional Chocolates Get Funkier

Functional Snacks

Creative Combos: Fruit, Nut, and Seeds

Introducing Antioxidant Cheese

Examples of Advertising, 2010-2011

CHAPTER 5: CLOSE-UP ON HIGH-ANTIOXIDANT BEVERAGES

Highlights

Sales of Beverages with Antioxidant Claims Reach \$12.2 Billion in 2011

Table 5-1: U.S. Retail Sales of Beverages with Antioxidant Claims or Significant Antioxidant Content: 2010 vs. 2011 (in millions of dollars)

Antioxidants Occurring Naturally in Plant-Sourced Beverages

Table 5-2: Antioxidant Content of Raw, Fresh Fruit Juices According to ORAC Value

Table 5-3: Antioxidant Content of Other Plant-Sourced Beverages According to ORAC Value

High Antioxidant Second Only to High Vitamins in Beverages

Table 5-4: New Product Reports by High Nutrient Content Claims: Non-Alcoholic Beverages, 2010 vs. 2011

Table 5-5: Share of Beverage New Product Introduction Stock-Keeping Units with Antioxidant Claims: By Product Segment, 2007-2008 vs. 2010-2011

Players in the Antioxidant Beverages Arena

Table 5-6: 100 Leading Marketers of Antioxidant-Rich Beverages and Their Representative Brands/Products

Science No Longer Versus Nature

Alternative Milks, Teas Appeal Strongly to Antioxidant Seekers

Table 5-7: Beverage Segment Patterns Among Users of Antioxidant Supplements, 2011 (number, percent, and index)

Superfruit and Botanical Combinations

Superfruit Forecast: Yuzu and Sea Buckthorn Rising

Antioxidant Smoothies

Antioxidants, Energy Drinks, and Enhanced Waters

Chocolate Energy Drinks

Antioxidant-Enhanced Coffees

POM Wonderful Draws Government Scrutiny for Product Claims

Table 5-8: Top Food and Health Psychographics of Consumers Who Drink POM Juice, 2011 (index)

Table 5-9: Consumers Use of Antioxidant-Rich POM Juice, by Age Bracket, 2011 (index)

Green and Specialty Teas

Wine-Like Beverages

Rooibos

Kombucha

Hangover 'Cures'

Fasting and Detox Beverages

Kid-Targeted Drinks

Examples of Advertising, 2010-2011

CHAPTER 6: CLOSE-UP ON ANTIOXIDANT SUPPLEMENTS

Highlights

\$12 Million in Sales of Antioxidant Formula Supplements

Table 6-1: U.S. Retail Sales of Supplements with Antioxidant Claims: 2010 vs. 2011 (in millions of dollars)

Antioxidant Claims in New Supplement Products

Table 6-2: Share of Supplement New Product Introduction Stock-Keeping Units with Antioxidant Claims: By Product Format: 2007-2008 vs. 2010-2011

Players in the Antioxidant Supplements Arena

Table 6-3: 125 Marketers of Antioxidant-Rich Nutritional Supplements and Their Representative Brand/Product

Product Trends

'Age,' 'Beauty,' 'Youth,' and 'Skin'

Superfruits

CoffeeBerry: Patented, Versatile Whole Fruit Compound

Resveratrol

Antioxidant + Omega-3

Astaxanthin

Gummies

Novelty Products

Consumer Patterns for Antioxidant Supplements

Table 6-4: Usage Rates for Supplements Overall vs. Antioxidant Supplements, 2008-2011 (index of U.S. adults)

Table 6-5: Top Psychographic Indicators for Use of Antioxidant Supplements, 2011 (index of U.S. adults)

Table 6-6: Top Demographic Indicators for Use of Antioxidant Supplements, 2011
(index of U.S. adults)
Examples of Advertising, 2010-2011

CHAPTER 7: CLOSE-UP ON ANTIOXIDANT PERSONAL CARE AND COSMETICS

Highlights

Retail Sales Estimated at \$3.9 Billion in 2011

Table 7-1: U.S. Retail Sales of Personal Care and Cosmetics Products with Antioxidant Claims: 2010 vs. 2011 (in millions of dollars)

Packaged Facts Survey Shows 44% of Women Buying Skincare or Cosmetic Products That Feature Antioxidant Ingredients

Color Cosmetics Introductions Gain Share

Table 7-2: Share of Personal Care and Cosmetic New Product Introduction Stock-Keeping Units with Antioxidant Claims: By Product Segment: 2007-2008 vs. 2010-2011
Players in the Antioxidant-Rich Personal Care Arena

Table 7-3: 125 Leading Marketers of Antioxidant-Rich Personal Care and Cosmetic Products and Their Representative Brand/Product

New Product Trends: Raiding the Pantry

Cocoa, Green Tea, and Pomegranate

Argan and Olive Oil

Tea and Wine

Creative Combinations of Ingredients

Detox Skincare Products

Antioxidants Added to Mass-Market Standards

Astaxanthin

Oral Care

Deodorants

Color Cosmetics

Consumer Patterns for Skincare

Table 7-4: Overview of Skincare Product Use by Gender, Type, and Brand, 2011 (percent)

Olay Is Top Anti-aging Moisturizer and Facial Cleanser

Table 7-5: Top Brands Used by Women Selecting Anti-Aging

Moisturizers/Creams/Lotions, 2011 (by index and percent of and number of female consumers)

Table 7-6: Olay versus Overall Use of Anti-Aging Moisturizers/Creams/Lotions, 2011 (by index and percent of and number of female consumers)

Table 7-7: Top Brands Used by Women Selecting Anti-Aging Facial Cleansers/

Medical Products/Toners, 2011 (by index and percent of and number of female consumers)

Table 7-8: Olay versus Overall Use of Anti-Aging Facial Cleansers/Medical Products/Toners, 2011 (by index and percent of and number of female consumers)

Chapstick Is Top Anti-aging Lipcare Brand

Table 7-9: Top Brands Used by Women Selecting Anti-Aging Lip Care Products, 2011 (by index and percent of and number of female consumers)

Table 7-10: Chapstick versus Overall Use of Anti-Aging Lip Care Products, 2011 (by index and percent of and number of female consumers)

Moisturizer Use Remains Steady, Cleanser Use Declines

Table 7-11: Percentage of U.S. Consumers Using Moisturizers by Type, 2008-2011 (percent)

Table 7-12: Percentage of U.S. Consumers Using Facial Cleansers and Most Frequent Reasons for Use: 2008-2011 (percent)

Age, Gender and Ethnicity Affect Use of Anti-Aging Skincare

Table 7-13: Demographic Indexes for Regular vs. Anti-Aging Skincare Products: By Type, 2011 (U.S. consumers)

Examples of Advertising, 2010-2011

I would like to order

Product name: Antioxidant Products in the U.S.: Foods, Beverages, Supplements and Personal Care

Product link: <https://marketpublishers.com/r/AF5340B845AEN.html>

Price: US\$ 3,300.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/AF5340B845AEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970