

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

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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.

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