

US Nutraceuticals Market Forecast to 2017

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Abstracts

The US Nutraceutical market has been growing rapidly and offering immense opportunities for players involved in the business. The market is performing on the back of rising health concerns and improving economic conditions. With growing favorable demographics and rising focus on e-commerce, the US Nutraceutical market is poised to reach new heights. In addition, rising mergers and acquisitions, new prebiotic/probiotic product launches and heart health enhancing nutraceuticals will augment the market growth.

In RNCOS' latest research study, "US Nutraceuticals Market Forecast to 2017", RNCOS analysts identified and deciphered the market dynamics in important segments to clearly highlight the areas offering promising possibilities for companies to boost their growth. The market, which estimated to reach US\$ 75.3 Billion in 2017, is slated to grow at a CAGR of nearly 6% during 2013-2017. The tremendous growth of the market is driven by factors such as rising consumption of dietary supplements and propelling functional food & beverages market.

In the present report, the US nutraceutical market has been broken down into three distinct segments: dietary supplements, functional food and functional beverages, with their current and future outlook to 2017. For market performance analysis, the dietary supplements dominate the market by acquiring a share of around 37%, followed by functional food and functional beverages. In addition, the report also covers the nutraceutical ingredient market along with its sub segments which helped the analysts to clearly identify and highlight the segments that offer the maximum opportunity for growth in the country.

The study further delves into the detailed description of the major players in industry, covering description of their business, financials, and their recent developments. This will help the reader to gain a deeper insight into each key market player. Moreover,

market drivers and trends have been discussed along with consumer behavior analysis and regulatory framework analysis to provide an understanding of the market dynamics.

In a nutshell, the research provides all the prerequisite information for intending clients looking out to venture into these markets and facilitates them to devise strategies, while going for an investment/partnership in US nutraceutical industry.

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