

US Nutraceuticals Market Outlook 2018

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Abstracts

'Nutraceutical' - portmanteau of nutrition and pharmaceutical, is the current trend among the US consumer who are now keenly looking forward to ways of improving health and lifestyle. The US nutraceutical industry has been riding the tidal waves for the past few years, and has been growing swiftly, presenting ample opportunities to the industry players. With favorable demographics, positive eco-financial dynamics, and rising focus on digital marketing/sales channels, the US nutraceutical market is poised to scale newer heights. In addition, more M&A activity in the industry, introduction of novel nutraceutical ingredients/products, and entry of new players will further boost the market growth.

As per the RNCOS' latest research study, "US Nutraceuticals Market Outlook 2018", the US nutraceutical market is estimated to reach US\$ 75.9 Billion in 2018, slated to grow at a CAGR of around 5% during 2013 to 2018. RNCOS analysts identified and analyzed in-depth, the market dynamics and industry trends, in order to clearly elicit the chief areas offering strong possibilities of sustained growth for industry players.

In this report, the US nutraceutical industry has been split into three distinct segments viz.: dietary supplements, functional food and functional beverages, depicting their current and future outlook to 2018. Furthermore, the dietary supplement and functional foods market are divided into sub-segments, and each segment is scrutinized in detail. 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 highlights the competitive landscape of the US nutraceutical market, describing the business, product portfolio, financials, and recent developments of major industry players. This will help the reader to gain crucial insight into key market players' performance and strategies for growth. Moreover, industry trends, consumer behavior

pertaining to the purchase execution for nutraceuticals, and regulatory environment for the industry are also added. The research provides all the pre-requisite information for intending clients looking to venture in this industry and facilitates them to formulate schemes, while going for an investment/partnership in US nutraceutical industry.

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