

Functional Nutrition Market Forecasts to 2034 – Global Analysis By Ingredient Type (Vitamins, Minerals, Proteins and Amino Acids, Fibers and Specialty Carbohydrates, Omega Fatty Acids and Functional Lipids, Prebiotics, Probiotics, and Synbiotics, Botanical and Plant-Based Bioactives, and Antioxidants and Specialty Bioactive Ingredients), Source, Form, Function, Application, Distribution Channel, Consumer Group, and By Geography

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Abstracts

According to Statistics MRC, the Global Functional Nutrition Market is accounted for \$363.7 billion in 2026 and is expected to reach \$735.4 billion by 2034 growing at a CAGR of 9.2% during the forecast period. Functional nutrition encompasses food products, beverages, and dietary supplements fortified with bioactive ingredients that provide health benefits beyond basic nutrition, including improved digestive health, enhanced immunity, cognitive support, and chronic disease management. This rapidly evolving market bridges the gap between conventional foods and pharmaceuticals, offering consumers proactive wellness solutions through daily consumption. The market spans a diverse range of ingredient categories including vitamins, minerals, proteins, fibers, omega fatty acids, probiotics, botanical bioactives, and specialty antioxidants deployed across an expanding portfolio of functional products.

Market Dynamics:

Driver:

Growing consumer awareness of preventive healthcare

This factor is significantly driving market expansion as individuals increasingly prioritize wellness and disease prevention over reactive medical treatments. Modern consumers are actively seeking foods and supplements that support specific health outcomes, from immune function and digestive regularity to cognitive performance and healthy aging. The rising burden of lifestyle-related conditions including obesity, diabetes, and cardiovascular diseases has shifted purchasing behavior toward nutrient-dense functional offerings. Social media, health blogs, and wearable fitness technology have amplified health consciousness across demographic segments, encouraging sustained investment in daily nutritional support. This preventive mindset transformation represents a fundamental behavioral shift with long-term market implications.

Restraint:

High product costs and affordability barriers

This factor significantly restricts market penetration, particularly across price-sensitive consumer segments and developing economies. Functional nutrition products command premium pricing compared to conventional alternatives due to expensive bioactive ingredients, rigorous quality control requirements, and substantial research and development investments. The cost differential between standard yogurt and probiotic-enriched varieties, or between regular beverages and immunity-supporting formulations, limits repeat purchases among budget-conscious households. Additionally, clinical validation studies required for substantiated health claims add further expenses that ultimately transfer to consumers. This economic barrier creates a two-tier market where functional nutrition remains disproportionately accessible to higher-income demographics.

Opportunity:

Personalized nutrition and digital health integration

This factor presents transformative opportunities as advances in genomics, microbiome analysis, and wearable technology enable customized nutritional recommendations. Consumers increasingly expect products tailored to their unique biological profiles, lifestyle factors, and specific health goals rather than generic one-size-fits-all solutions. Direct-to-consumer testing kits that analyze genetic markers, blood biomarkers, and gut microbiota create opportunities for brands to develop personalized functional

formulations. Mobile applications that track individual responses to specific ingredients enable continuous optimization of nutritional interventions. This convergence of data science and nutrition positions functional products as precision health tools rather than general wellness commodities, unlocking premium pricing and loyalty.

Threat:

Regulatory complexity and compliance challenges

This factor poses significant threats to market participants as inconsistent international frameworks governing health claims create operational and marketing obstacles. Jurisdictional variations between FDA regulations in the United States, EFSA standards in Europe, and evolving guidelines across Asian markets complicate global product launches and multi-region distribution strategies. Unsubstantiated or misleading claims can trigger enforcement actions, product recalls, and reputational damage that extends across entire brand portfolios. Additionally, novel ingredients derived from biotechnology or novel fermentation processes face extended review periods before achieving market authorization. This regulatory fragmentation disproportionately burdens smaller innovators and may discourage investment in genuinely differentiated functional formulations.

Covid-19 Impact:

The COVID-19 pandemic dramatically accelerated functional nutrition market growth as consumers urgently sought immune-supporting products and stress-management solutions. Lockdown periods heightened focus on personal health resilience, driving unprecedented demand for vitamin D, zinc, vitamin C, and probiotic supplements clinically associated with immune function. Supply chains demonstrated remarkable adaptability, with manufacturers rapidly reconfiguring production lines to prioritize high-demand functional ingredients. E-commerce channels for functional nutrition products experienced explosive growth as in-store shopping diminished. Post-pandemic, elevated health awareness has persisted, with former first-time buyers converting to regular users, establishing a permanently expanded consumer base and normalizing daily functional ingredient consumption across broader demographics.

The Vitamins segment is expected to be the largest during the forecast period

The Vitamins segment is expected to account for the largest market share during the forecast period underpinned by widespread consumer familiarity and established health

associations across multiple wellness categories. Vitamin D, vitamin C, B-complex vitamins, and vitamin E represent foundational ingredients in countless functional products ranging from fortified beverages and breakfast cereals to dietary supplements and snack bars. The preventive health benefits of adequate vitamin intake are universally recognized across medical communities and consumer populations, reducing education barriers to adoption. Furthermore, established supply chains, cost-effective manufacturing processes, and regulatory acceptance as Generally Recognized as Safe (GRAS) ingredients enable seamless integration into diverse functional applications, ensuring sustained market dominance.

The Microbial and fermentation-derived segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the Microbial and fermentation-derived segment is predicted to witness the highest growth rate, driven by increasing consumer preference for natural production methods and sustainable ingredient sourcing. Fermentation processes utilizing bacteria, yeast, and fungi produce high-purity bioactive compounds including specific vitamins, enzymes, and specialty proteins with minimal environmental footprint compared to synthetic or animal-derived alternatives. Advances in precision fermentation enable cost-effective production of previously rare functional ingredients, democratizing access to compounds like Coenzyme Q10, carotenoids, and specialty amino acids. This production approach resonates strongly with plant-forward and environmentally conscious consumers, positioning microbial fermentation as the preferred sourcing method for next-generation functional nutrition formulations.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, supported by high consumer health awareness, established dietary supplement culture, and extensive retail distribution networks. The United States leads global functional innovation with significant investment in product development across beverages, snacks, and supplements targeting specific wellness outcomes. Robust regulatory pathways through FDA structure-function claim provisions enable efficient market entry while maintaining consumer protection standards. Major functional nutrition brands maintain regional headquarters and manufacturing facilities across North America, ensuring supply chain resilience. Additionally, higher disposable incomes and comprehensive private insurance coverage for preventive health services create favorable economic conditions for sustained market leadership.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, driven by large populations, rising middle-class incomes, and deep cultural integration of food-as-medicine philosophies. Traditional health systems including Traditional Chinese Medicine (TCM), Ayurveda, and Japanese Kampo have historically emphasized the therapeutic value of dietary ingredients, creating receptive consumer attitudes toward functional nutrition concepts. Rapid urbanization and Westernized diets have increased lifestyle disease prevalence, accelerating demand for preventive nutritional interventions. Countries including China, Japan, South Korea, and India witness aggressive functional product launches tailored to local taste preferences and health priorities. Expanding modern retail infrastructure and e-commerce penetration further accelerate regional market development.

Key players in the market

Some of the key players in Functional Nutrition Market include Nestle Health Science, Danone SA, Abbott Laboratories, Herbalife Ltd., Amway Corporation, Glanbia plc, Archer Daniels Midland Company, BASF SE, PepsiCo, Inc., The Coca-Cola Company, General Mills, Inc., Kellanova, Yakult Honsha Co., Ltd., Chr. Hansen Holding A/S, Kerry Group plc, DSM-Firmenich AG, NOW Health Group, Inc., Thorne HealthTech, Inc., GNC Holdings, LLC, and BioGaia AB.

Key Developments:

In May 2026, Abbott Laboratories launched Ensure Strength Pro in India, a scientifically formulated nutritional blend containing 31 nutrients and 30 grams of high-quality protein designed to support muscle, bone, and immune health for healthy aging.

In March 2026, Nestle Health Science introduced an innovative complete nutritional solution tailored specifically for children with special medical nutrition needs, broadening its pediatric medical food portfolio.

In March 2026, Herbalife Ltd. announced a definitive agreement to acquire certain assets from UK-based personalized supplement company Bioniq, accelerating its transition into a data-driven, highly tailored digital nutrition platform.

In November 2025, Danone SA achieved worldwide B Corp certification across more than 200 legal entities in over 60 countries, aligning its health-focused functional dairy

and plant-based portfolio with global sustainability standards.

Ingredient Types Covered:

Vitamins

Minerals

Proteins and Amino Acids

Fibers and Specialty Carbohydrates

Omega Fatty Acids and Functional Lipids

Prebiotics, Probiotics, and Synbiotics

Botanical and Plant-Based Bioactives

Antioxidants and Specialty Bioactive Ingredients

Sources Covered:

Plant-based

Animal-based

Microbial and fermentation-derived

Synthetic

Biotechnology-derived

Forms Covered:

Powder

Liquid

Capsule

Tablet

Softgel

Gummies and chewables

Sachets and stick packs

Functions Covered:

Immune health

Digestive health

Bone and joint health

Cardiovascular health

Cognitive and mental wellness

Energy and metabolic health

Weight management

Sports performance and recovery

Beauty and skin health

Healthy aging

Maternal health support

Applications Covered:

Functional foods

Functional beverages

Dietary supplements

Medical foods

Infant formula and pediatric nutrition

Sports nutrition products

Meal replacement products

Distribution Channels Covered:

Supermarkets and hypermarkets

Pharmacies and drug stores

Specialty nutrition stores

Convenience stores

Online retail

Direct-to-consumer channels

Institutional sales

Consumer Groups Covered:

Adults

Children

Geriatric population

Athletes and fitness consumers

Pregnant and lactating women

Patients under clinical care

Regions Covered:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

Contents

1 EXECUTIVE SUMMARY

- 1.1 Market Snapshot and Key Highlights
- 1.2 Growth Drivers, Challenges, and Opportunities
- 1.3 Competitive Landscape Overview
- 1.4 Strategic Insights and Recommendations

2 RESEARCH FRAMEWORK

- 2.1 Study Objectives and Scope
- 2.2 Stakeholder Analysis
- 2.3 Research Assumptions and Limitations
- 2.4 Research Methodology
 - 2.4.1 Data Collection (Primary and Secondary)
 - 2.4.2 Data Modeling and Estimation Techniques
 - 2.4.3 Data Validation and Triangulation
 - 2.4.4 Analytical and Forecasting Approach

3 MARKET DYNAMICS AND TREND ANALYSIS

- 3.1 Market Definition and Structure
- 3.2 Key Market Drivers
- 3.3 Market Restraints and Challenges
- 3.4 Growth Opportunities and Investment Hotspots
- 3.5 Industry Threats and Risk Assessment
- 3.6 Technology and Innovation Landscape
- 3.7 Emerging and High-Growth Markets
- 3.8 Regulatory and Policy Environment
- 3.9 Impact of COVID-19 and Recovery Outlook

4 COMPETITIVE AND STRATEGIC ASSESSMENT

- 4.1 Porter's Five Forces Analysis
 - 4.1.1 Supplier Bargaining Power
 - 4.1.2 Buyer Bargaining Power
 - 4.1.3 Threat of Substitutes
 - 4.1.4 Threat of New Entrants

- 4.1.5 Competitive Rivalry
- 4.2 Market Share Analysis of Key Players
- 4.3 Product Benchmarking and Performance Comparison

5 GLOBAL FUNCTIONAL NUTRITION MARKET, BY INGREDIENT TYPE

- 5.1 Vitamins
 - 5.1.1 Vitamin A
 - 5.1.2 Vitamin B Complex
 - 5.1.3 Vitamin C
 - 5.1.4 Vitamin D
 - 5.1.5 Vitamin E
 - 5.1.6 Vitamin K
- 5.2 Minerals
 - 5.2.1 Calcium
 - 5.2.2 Magnesium
 - 5.2.3 Zinc
 - 5.2.4 Iron
 - 5.2.5 Potassium
 - 5.2.6 Selenium
 - 5.2.7 Other minerals
- 5.3 Proteins and Amino Acids
 - 5.3.1 Whey protein
 - 5.3.2 Casein protein
 - 5.3.3 Soy protein
 - 5.3.4 Pea protein
 - 5.3.5 Collagen peptides
 - 5.3.6 Branched-chain amino acids
 - 5.3.7 Essential amino acids
- 5.4 Fibers and Specialty Carbohydrates
 - 5.4.1 Soluble fibers
 - 5.4.2 Insoluble fibers
 - 5.4.3 Resistant starch
 - 5.4.4 Functional oligosaccharides
- 5.5 Omega Fatty Acids and Functional Lipids
 - 5.5.1 Omega-3 fatty acids
 - 5.5.2 Omega-6 fatty acids
 - 5.5.3 Medium-chain triglycerides
 - 5.5.4 Phospholipids

5.6 Prebiotics, Probiotics, and Synbiotics

5.6.1 Probiotics

5.6.2 Prebiotics

5.6.3 Synbiotics

5.7 Botanical and Plant-Based Bioactives

5.7.1 Herbal extracts

5.7.2 Polyphenols

5.7.3 Flavonoids

5.7.4 Adaptogens

5.7.5 Plant bioactives

5.8 Antioxidants and Specialty Bioactive Ingredients

5.8.1 Carotenoids

5.8.2 Coenzyme Q10

5.8.3 Enzymes

5.8.4 Nucleotides

5.8.5 Specialty nutrient blends

6 GLOBAL FUNCTIONAL NUTRITION MARKET, BY SOURCE

6.1 Plant-based

6.2 Animal-based

6.3 Microbial and fermentation-derived

6.4 Synthetic

6.5 Biotechnology-derived

7 GLOBAL FUNCTIONAL NUTRITION MARKET, BY FORM

7.1 Powder

7.2 Liquid

7.3 Capsule

7.4 Tablet

7.5 Softgel

7.6 Gummies and chewables

7.7 Sachets and stick packs

8 GLOBAL FUNCTIONAL NUTRITION MARKET, BY FUNCTION

8.1 Immune health

8.2 Digestive health

- 8.3 Bone and joint health
- 8.4 Cardiovascular health
- 8.5 Cognitive and mental wellness
- 8.6 Energy and metabolic health
- 8.7 Weight management
- 8.8 Sports performance and recovery
- 8.9 Beauty and skin health
- 8.10 Healthy aging
- 8.11 Maternal health support

9 GLOBAL FUNCTIONAL NUTRITION MARKET, BY APPLICATION

- 9.1 Functional foods
- 9.2 Functional beverages
- 9.3 Dietary supplements
- 9.4 Medical foods
- 9.5 Infant formula and pediatric nutrition
- 9.6 Sports nutrition products
- 9.7 Meal replacement products

10 GLOBAL FUNCTIONAL NUTRITION MARKET, BY DISTRIBUTION CHANNEL

- 10.1 Supermarkets and hypermarkets
- 10.2 Pharmacies and drug stores
- 10.3 Specialty nutrition stores
- 10.4 Convenience stores
- 10.5 Online retail
- 10.6 Direct-to-consumer channels
- 10.7 Institutional sales

11 GLOBAL FUNCTIONAL NUTRITION MARKET, BY CONSUMER GROUP

- 11.1 Adults
- 11.2 Children
- 11.3 Geriatric population
- 11.4 Athletes and fitness consumers
- 11.5 Pregnant and lactating women
- 11.6 Patients under clinical care

12 GLOBAL FUNCTIONAL NUTRITION MARKET, BY GEOGRAPHY

12.1 North America

12.1.1 United States

12.1.2 Canada

12.1.3 Mexico

12.2 Europe

12.2.1 United Kingdom

12.2.2 Germany

12.2.3 France

12.2.4 Italy

12.2.5 Spain

12.2.6 Netherlands

12.2.7 Belgium

12.2.8 Sweden

12.2.9 Switzerland

12.2.10 Poland

12.2.11 Rest of Europe

12.3 Asia Pacific

12.3.1 China

12.3.2 Japan

12.3.3 India

12.3.4 South Korea

12.3.5 Australia

12.3.6 Indonesia

12.3.7 Thailand

12.3.8 Malaysia

12.3.9 Singapore

12.3.10 Vietnam

12.3.11 Rest of Asia Pacific

12.4 South America

12.4.1 Brazil

12.4.2 Argentina

12.4.3 Colombia

12.4.4 Chile

12.4.5 Peru

12.4.6 Rest of South America

12.5 Rest of the World (RoW)

12.5.1 Middle East

- 12.5.1.1 Saudi Arabia
- 12.5.1.2 United Arab Emirates
- 12.5.1.3 Qatar
- 12.5.1.4 Israel
- 12.5.1.5 Rest of Middle East
- 12.5.2 Africa
 - 12.5.2.1 South Africa
 - 12.5.2.2 Egypt
 - 12.5.2.3 Morocco
 - 12.5.2.4 Rest of Africa

13 STRATEGIC MARKET INTELLIGENCE

- 13.1 Industry Value Network and Supply Chain Assessment
- 13.2 White-Space and Opportunity Mapping
- 13.3 Product Evolution and Market Life Cycle Analysis
- 13.4 Channel, Distributor, and Go-to-Market Assessment

14 INDUSTRY DEVELOPMENTS AND STRATEGIC INITIATIVES

- 14.1 Mergers and Acquisitions
- 14.2 Partnerships, Alliances, and Joint Ventures
- 14.3 New Product Launches and Certifications
- 14.4 Capacity Expansion and Investments
- 14.5 Other Strategic Initiatives

15 COMPANY PROFILES

- 15.1 Nestle Health Science
- 15.2 Danone SA
- 15.3 Abbott Laboratories
- 15.4 Herbalife Ltd.
- 15.5 Amway Corporation
- 15.6 Glanbia plc
- 15.7 Archer Daniels Midland Company
- 15.8 BASF SE
- 15.9 PepsiCo, Inc.
- 15.10 The Coca-Cola Company
- 15.11 General Mills, Inc.

- 15.12 Kellanova
- 15.13 Yakult Honsha Co., Ltd.
- 15.14 Chr. Hansen Holding A/S
- 15.15 Kerry Group plc
- 15.16 DSM-Firmenich AG
- 15.17 NOW Health Group, Inc.
- 15.18 Thorne HealthTech, Inc.
- 15.19 GNC Holdings, LLC
- 15.20 BioGaia AB

List Of Tables

LIST OF TABLES

- Table 1 Global Functional Nutrition Market Outlook, By Region (2023–2034) (\$MN)
- Table 2 Global Functional Nutrition Market Outlook, By Ingredient Type (2023–2034) (\$MN)
- Table 3 Global Functional Nutrition Market Outlook, By Vitamins (2023–2034) (\$MN)
- Table 4 Global Functional Nutrition Market Outlook, By Vitamin A (2023–2034) (\$MN)
- Table 5 Global Functional Nutrition Market Outlook, By Vitamin B Complex (2023–2034) (\$MN)
- Table 6 Global Functional Nutrition Market Outlook, By Vitamin C (2023–2034) (\$MN)
- Table 7 Global Functional Nutrition Market Outlook, By Vitamin D (2023–2034) (\$MN)
- Table 8 Global Functional Nutrition Market Outlook, By Vitamin E (2023–2034) (\$MN)
- Table 9 Global Functional Nutrition Market Outlook, By Vitamin K (2023–2034) (\$MN)
- Table 10 Global Functional Nutrition Market Outlook, By Minerals (2023–2034) (\$MN)
- Table 11 Global Functional Nutrition Market Outlook, By Calcium (2023–2034) (\$MN)
- Table 12 Global Functional Nutrition Market Outlook, By Magnesium (2023–2034) (\$MN)
- Table 13 Global Functional Nutrition Market Outlook, By Zinc (2023–2034) (\$MN)
- Table 14 Global Functional Nutrition Market Outlook, By Iron (2023–2034) (\$MN)
- Table 15 Global Functional Nutrition Market Outlook, By Potassium (2023–2034) (\$MN)
- Table 16 Global Functional Nutrition Market Outlook, By Selenium (2023–2034) (\$MN)
- Table 17 Global Functional Nutrition Market Outlook, By Other Minerals (2023–2034) (\$MN)
- Table 18 Global Functional Nutrition Market Outlook, By Proteins and Amino Acids (2023–2034) (\$MN)
- Table 19 Global Functional Nutrition Market Outlook, By Whey Protein (2023–2034) (\$MN)
- Table 20 Global Functional Nutrition Market Outlook, By Casein Protein (2023–2034) (\$MN)
- Table 21 Global Functional Nutrition Market Outlook, By Soy Protein (2023–2034) (\$MN)
- Table 22 Global Functional Nutrition Market Outlook, By Pea Protein (2023–2034) (\$MN)
- Table 23 Global Functional Nutrition Market Outlook, By Collagen Peptides (2023–2034) (\$MN)
- Table 24 Global Functional Nutrition Market Outlook, By Branched-Chain Amino Acids (2023–2034) (\$MN)

Table 25 Global Functional Nutrition Market Outlook, By Essential Amino Acids (2023–2034) (\$MN)

Table 26 Global Functional Nutrition Market Outlook, By Fibers and Specialty Carbohydrates (2023–2034) (\$MN)

Table 27 Global Functional Nutrition Market Outlook, By Soluble Fibers (2023–2034) (\$MN)

Table 28 Global Functional Nutrition Market Outlook, By Insoluble Fibers (2023–2034) (\$MN)

Table 29 Global Functional Nutrition Market Outlook, By Resistant Starch (2023–2034) (\$MN)

Table 30 Global Functional Nutrition Market Outlook, By Functional Oligosaccharides (2023–2034) (\$MN)

Table 31 Global Functional Nutrition Market Outlook, By Omega Fatty Acids and Functional Lipids (2023–2034) (\$MN)

Table 32 Global Functional Nutrition Market Outlook, By Omega-3 Fatty Acids (2023–2034) (\$MN)

Table 33 Global Functional Nutrition Market Outlook, By Omega-6 Fatty Acids (2023–2034) (\$MN)

Table 34 Global Functional Nutrition Market Outlook, By Medium-Chain Triglycerides (2023–2034) (\$MN)

Table 35 Global Functional Nutrition Market Outlook, By Phospholipids (2023–2034) (\$MN)

Table 36 Global Functional Nutrition Market Outlook, By Prebiotics, Probiotics, and Synbiotics (2023–2034) (\$MN)

Table 37 Global Functional Nutrition Market Outlook, By Probiotics (2023–2034) (\$MN)

Table 38 Global Functional Nutrition Market Outlook, By Prebiotics (2023–2034) (\$MN)

Table 39 Global Functional Nutrition Market Outlook, By Synbiotics (2023–2034) (\$MN)

Table 40 Global Functional Nutrition Market Outlook, By Botanical and Plant-Based Bioactives (2023–2034) (\$MN)

Table 41 Global Functional Nutrition Market Outlook, By Herbal Extracts (2023–2034) (\$MN)

Table 42 Global Functional Nutrition Market Outlook, By Polyphenols (2023–2034) (\$MN)

Table 43 Global Functional Nutrition Market Outlook, By Flavonoids (2023–2034) (\$MN)

Table 44 Global Functional Nutrition Market Outlook, By Adaptogens (2023–2034) (\$MN)

Table 45 Global Functional Nutrition Market Outlook, By Plant Bioactives (2023–2034) (\$MN)

Table 46 Global Functional Nutrition Market Outlook, By Antioxidants and Specialty

Bioactive Ingredients (2023–2034) (\$MN)

Table 47 Global Functional Nutrition Market Outlook, By Carotenoids (2023–2034) (\$MN)

Table 48 Global Functional Nutrition Market Outlook, By Coenzyme Q10 (2023–2034) (\$MN)

Table 49 Global Functional Nutrition Market Outlook, By Enzymes (2023–2034) (\$MN)

Table 50 Global Functional Nutrition Market Outlook, By Nucleotides (2023–2034) (\$MN)

Table 51 Global Functional Nutrition Market Outlook, By Specialty Nutrient Blends (2023–2034) (\$MN)

Table 52 Global Functional Nutrition Market Outlook, By Source (2023–2034) (\$MN)

Table 53 Global Functional Nutrition Market Outlook, By Plant-based (2023–2034) (\$MN)

Table 54 Global Functional Nutrition Market Outlook, By Animal-based (2023–2034) (\$MN)

Table 55 Global Functional Nutrition Market Outlook, By Microbial and Fermentation-derived (2023–2034) (\$MN)

Table 56 Global Functional Nutrition Market Outlook, By Synthetic (2023–2034) (\$MN)

Table 57 Global Functional Nutrition Market Outlook, By Biotechnology-derived (2023–2034) (\$MN)

Table 58 Global Functional Nutrition Market Outlook, By Form (2023–2034) (\$MN)

Table 59 Global Functional Nutrition Market Outlook, By Powder (2023–2034) (\$MN)

Table 60 Global Functional Nutrition Market Outlook, By Liquid (2023–2034) (\$MN)

Table 61 Global Functional Nutrition Market Outlook, By Capsule (2023–2034) (\$MN)

Table 62 Global Functional Nutrition Market Outlook, By Tablet (2023–2034) (\$MN)

Table 63 Global Functional Nutrition Market Outlook, By Softgel (2023–2034) (\$MN)

Table 64 Global Functional Nutrition Market Outlook, By Gummies and Chewables (2023–2034) (\$MN)

Table 65 Global Functional Nutrition Market Outlook, By Sachets and Stick Packs (2023–2034) (\$MN)

Table 66 Global Functional Nutrition Market Outlook, By Function (2023–2034) (\$MN)

Table 67 Global Functional Nutrition Market Outlook, By Immune Health (2023–2034) (\$MN)

Table 68 Global Functional Nutrition Market Outlook, By Digestive Health (2023–2034) (\$MN)

Table 69 Global Functional Nutrition Market Outlook, By Bone and Joint Health (2023–2034) (\$MN)

Table 70 Global Functional Nutrition Market Outlook, By Cardiovascular Health (2023–2034) (\$MN)

Table 71 Global Functional Nutrition Market Outlook, By Cognitive and Mental Wellness (2023–2034) (\$MN)

Table 72 Global Functional Nutrition Market Outlook, By Energy and Metabolic Health (2023–2034) (\$MN)

Table 73 Global Functional Nutrition Market Outlook, By Weight Management (2023–2034) (\$MN)

Table 74 Global Functional Nutrition Market Outlook, By Sports Performance and Recovery (2023–2034) (\$MN)

Table 75 Global Functional Nutrition Market Outlook, By Beauty and Skin Health (2023–2034) (\$MN)

Table 76 Global Functional Nutrition Market Outlook, By Healthy Aging (2023–2034) (\$MN)

Table 77 Global Functional Nutrition Market Outlook, By Maternal Health Support (2023–2034) (\$MN)

Table 78 Global Functional Nutrition Market Outlook, By Application (2023–2034) (\$MN)

Table 79 Global Functional Nutrition Market Outlook, By Functional Foods (2023–2034) (\$MN)

Table 80 Global Functional Nutrition Market Outlook, By Functional Beverages (2023–2034) (\$MN)

Table 81 Global Functional Nutrition Market Outlook, By Dietary Supplements (2023–2034) (\$MN)

Table 82 Global Functional Nutrition Market Outlook, By Medical Foods (2023–2034) (\$MN)

Table 83 Global Functional Nutrition Market Outlook, By Infant Formula and Pediatric Nutrition (2023–2034) (\$MN)

Table 84 Global Functional Nutrition Market Outlook, By Sports Nutrition Products (2023–2034) (\$MN)

Table 85 Global Functional Nutrition Market Outlook, By Meal Replacement Products (2023–2034) (\$MN)

Table 86 Global Functional Nutrition Market Outlook, By Distribution Channel (2023–2034) (\$MN)

Table 87 Global Functional Nutrition Market Outlook, By Supermarkets and Hypermarkets (2023–2034) (\$MN)

Table 88 Global Functional Nutrition Market Outlook, By Pharmacies and Drug Stores (2023–2034) (\$MN)

Table 89 Global Functional Nutrition Market Outlook, By Specialty Nutrition Stores (2023–2034) (\$MN)

Table 90 Global Functional Nutrition Market Outlook, By Convenience Stores (2023–2034) (\$MN)

Table 91 Global Functional Nutrition Market Outlook, By Online Retail (2023–2034) (\$MN)

Table 92 Global Functional Nutrition Market Outlook, By Direct-to-Consumer Channels (2023–2034) (\$MN)

Table 93 Global Functional Nutrition Market Outlook, By Institutional Sales (2023–2034) (\$MN)

Table 94 Global Functional Nutrition Market Outlook, By Consumer Group (2023–2034) (\$MN)

Table 95 Global Functional Nutrition Market Outlook, By Adults (2023–2034) (\$MN)

Table 96 Global Functional Nutrition Market Outlook, By Children (2023–2034) (\$MN)

Table 97 Global Functional Nutrition Market Outlook, By Geriatric Population (2023–2034) (\$MN)

Table 98 Global Functional Nutrition Market Outlook, By Athletes and Fitness Consumers (2023–2034) (\$MN)

Table 99 Global Functional Nutrition Market Outlook, By Pregnant and Lactating Women (2023–2034) (\$MN)

Table 100 Global Functional Nutrition Market Outlook, By Patients Under Clinical Care (2023–2034) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Rest of the World (RoW) Regions are also represented in the same manner as above.

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