

Europe Nutraceutical Market By Product Type (Functional Food, Functional Beverage, Dietary Supplement), By Form (Tablets, Capsules, Liquid, Powder, Others), By Source (Animal, Plant, Microbial), By Distribution Channel (Specialty Stores, Online, Pharmacies, Hypermarkets/ Supermarkets), By Region, Competition, Forecast and Opportunities, 2028

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Abstracts

Europe Nutraceutical Market has valued at USD 85.69 Billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 5.98% through 2028. Nutraceuticals, a portmanteau of 'nutrition' and 'pharmaceuticals,' represent a burgeoning field at the intersection of food and medicine. These are bioactive compounds found in natural sources like plants, animals, and microorganisms, which offer health benefits beyond basic nutrition. They encompass a diverse range of substances, including vitamins, minerals, herbal extracts, probiotics, and various dietary supplements. The nutraceutical industry has witnessed exponential growth in recent years, driven by an increasing awareness of the critical role nutrition plays in overall well-being. One of the key advantages of nutraceuticals lies in their ability to bridge the gap between traditional medicine and nutritional science. While pharmaceuticals often target specific symptoms or conditions, nutraceuticals work in a holistic manner, providing a range of nutrients that support the body's natural processes. For example, omega-3 fatty acids derived from fish oil are known for their heart-protective properties, while antioxidants like vitamin C and E help combat oxidative stress and bolster the immune system. Furthermore, nutraceuticals offer a preventive approach to health management. Incorporating these compounds into one's diet can mitigate the risk of various chronic

diseases, including heart disease, diabetes, and certain types of cancer. This preventive aspect is crucial in an era where lifestyle-related illnesses are on the rise. By harnessing the power of nutraceuticals, individuals can take proactive steps towards maintaining their health and well-being. The versatility of nutraceuticals is another compelling aspect. They can be consumed in various forms, from capsules and tablets to powders, extracts, and functional foods. This adaptability makes them easily integrable into daily routines, providing a convenient means to supplement one's diet. Additionally, the wide array of available nutraceuticals caters to diverse health needs, from enhancing cognitive function and promoting joint health to managing stress and improving skin health. However, it's essential to approach nutraceuticals with discernment. While they offer numerous benefits, it's crucial to source them from reputable sources and adhere to recommended dosages. Consulting a healthcare professional or nutritionist can provide valuable guidance on the appropriate use of nutraceuticals, ensuring they complement an individual's unique dietary needs and health goals.

Key Market Drivers

Growing Demand For Personalized Nutrition

The growing demand for personalized nutrition is playing a pivotal role in propelling the expansion of the European nutraceutical market. Personalized nutrition represents a tailored approach to dietary intake based on individual characteristics such as age, gender, genetics, lifestyle, and specific health goals. This emerging trend is reshaping the way consumers perceive and consume nutraceutical products, as they seek solutions that cater to their unique nutritional needs. One of the key drivers behind the surge in demand for personalized nutrition is the increasing awareness of the profound impact diet has on overall health and well-being. Consumers are becoming more conscious of the fact that a one-size-fits-all approach to nutrition may not yield optimal results. Instead, they are seeking personalized solutions that are aligned with their specific health objectives, whether it be weight management, sports performance, cognitive function, or managing chronic conditions. Advancements in technology, particularly in the fields of genomics and digital health, have empowered individuals to gain deeper insights into their genetic makeup and metabolic profiles. This wealth of information enables the formulation of highly customized nutritional recommendations. For instance, genetic testing can reveal predispositions to certain nutrient deficiencies or sensitivities, allowing for the precise supplementation of those specific nutrients. Moreover, the rise of digital platforms and mobile applications dedicated to health and wellness has facilitated easy access to personalized nutrition solutions. These platforms

often leverage artificial intelligence algorithms to analyze an individual's health data and provide tailored dietary advice. This accessibility has democratized personalized nutrition, making it available to a wider demographic.

The European nutraceutical market is uniquely positioned to capitalize on this trend. Europe has a rich tradition of valuing natural and holistic approaches to health, aligning well with the ethos of nutraceuticals. The region also boasts a robust regulatory framework that ensures the safety and quality of nutraceutical products, instilling confidence in consumers. Additionally, the diverse demographics and cultural nuances across European countries provide ample opportunities for personalized nutrition offerings tailored to specific regional preferences and dietary habits. This diversity fosters a dynamic market environment where innovative products and solutions can thrive.

Increasing Incidences of Chronic Diseases

The increasing incidences of chronic diseases in Europe have emerged as a significant catalyst propelling the growth of the nutraceutical market in the region. Chronic diseases, characterized by prolonged durations and often slow progression, include conditions like heart disease, diabetes, obesity, and various forms of cancer. These maladies have reached alarming proportions in Europe, posing a formidable public health challenge. Several factors contribute to the rising prevalence of chronic diseases in Europe. These include demographic shifts, with an aging population being more susceptible to such conditions. Additionally, lifestyle changes, such as sedentary behavior and diets high in processed foods, have become more prevalent in recent years. Environmental factors, such as pollution and stress, further exacerbate the susceptibility to chronic diseases. This convergence of factors has created an urgent need for effective and sustainable approaches to address and manage these health conditions. This is where nutraceuticals have emerged as a compelling solution. Nutraceuticals offer a holistic approach to health management, providing essential nutrients and bioactive compounds that support the body's natural functions. For instance, functional foods enriched with probiotics can promote gut health, which is closely linked to overall well-being. Omega-3 fatty acids, sourced from fish oil or algae, have demonstrated their ability to reduce the risk of heart disease and alleviate inflammatory conditions.

Moreover, nutraceuticals contribute to preventative healthcare. By bolstering the body's defenses and fortifying its natural processes, these compounds can mitigate the risk factors associated with chronic diseases. Antioxidants like vitamins C and E, for

example, neutralize harmful free radicals and help protect against oxidative stress, a key contributor to chronic conditions. The European nutraceutical market has responded adeptly to this growing demand. The market has witnessed a surge in research and development efforts to create innovative nutraceutical products tailored to address specific health concerns. This has led to a diverse range of offerings, from fortified foods and beverages to dietary supplements and functional ingredients. Additionally, stringent regulatory frameworks in Europe ensure that nutraceutical products meet high-quality standards and provide consumers with safe and efficacious options. Furthermore, the heightened awareness of the benefits of nutraceuticals among consumers has fueled market growth. People are increasingly proactive about their health and are seeking natural, non-pharmaceutical alternatives to complement their lifestyles. This shift in consumer behavior has created fertile ground for the nutraceutical industry to thrive.

Growing Awareness Among European Consumers

The burgeoning awareness among European consumers regarding the pivotal role of nutrition in overall health and wellness stands as a cornerstone in propelling the growth of the Europe Nutraceutical Market. This heightened consciousness is indicative of a paradigm shift in consumer behavior, with individuals increasingly recognizing that the key to a healthy and fulfilling life lies not only in medical interventions but also in proactive dietary choices. This shift towards nutritional mindfulness can be attributed to a variety of factors. Firstly, access to information in the digital age has empowered consumers with knowledge about the profound impact of nutrition on health outcomes. The availability of reputable sources, scientific studies, and easily accessible educational content has demystified the connection between diet and well-being. As a result, individuals are more inclined to make informed decisions about what they consume, seeking out products that offer specific health benefits. Furthermore, the prevalence of social media and online communities dedicated to health and wellness has created a platform for the dissemination of nutritional information. Influencers, nutritionists, and healthcare professionals play a pivotal role in disseminating accurate and practical advice, reaching a wide audience and inspiring positive dietary changes. Additionally, initiatives by governmental and non-governmental organizations to promote healthy eating habits have gained traction. Public health campaigns, nutritional guidelines, and educational programs have been instrumental in shaping consumer perceptions about the importance of nutrition in disease prevention and overall well-being. These efforts foster a culture of wellness that extends beyond the individual, influencing families, communities, and society at large. The COVID-19 pandemic further underscored the critical importance of a robust immune system, prompting a surge in

interest in immune-boosting nutrients and supplements. European consumers are increasingly turning to nutraceuticals, recognizing them as a valuable component of their health and wellness arsenal. Nutraceuticals, with their concentrated and bioavailable forms of essential nutrients, offer a convenient and effective means to address specific health concerns. This growing awareness among European consumers has not only translated into increased demand for nutraceutical products but has also driven innovation within the industry. Manufacturers are responding by developing a diverse range of nutraceutical offerings that cater to specific health needs, from supplements targeting cognitive function to functional foods designed to support digestive health.

Key Market Challenges

Rising Raw Material Production Cost

The escalating cost of raw material production is presenting a significant hurdle for the nutraceutical market in Europe. This challenge is rooted in various economic and environmental factors that impact the sourcing and availability of key ingredients used in nutraceutical products. One primary contributor to the rising production costs is the volatility in global commodity markets. Fluctuations in factors like agricultural yields, weather conditions, and geopolitical tensions can lead to unpredictable price spikes for essential raw materials. For instance, the prices of botanical extracts, vitamins, and minerals can be greatly affected by changes in crop yields, weather-related events, or disruptions in the supply chain. Environmental considerations also play a role. Climate change-related phenomena, such as extreme weather events, droughts, and pest infestations, can lead to reduced agricultural productivity and crop failures. This, in turn, can drive up the cost of raw materials as they become scarcer and more challenging to produce. Furthermore, increased demand for natural and organic ingredients is placing additional pressure on raw material production costs. Consumers are increasingly seeking products made from sustainably sourced, non-GMO, and organic ingredients. Meeting these preferences requires careful cultivation practices, which may entail higher costs for farmers and producers. The globalization of supply chains is another contributing factor. Nutraceutical manufacturers often source raw materials from various regions around the world. Factors such as currency fluctuations, transportation costs, and geopolitical tensions can all impact the cost of importing these materials, further driving up production expenses.

Strict Regulatory Standards And Quality Assurance Protocols

Strict regulatory standards and quality assurance protocols, while crucial for ensuring consumer safety and product efficacy, can pose significant challenges for the nutraceutical market in Europe. These rigorous standards are established by governmental bodies to maintain high levels of quality, safety, and efficacy in the production and distribution of nutraceutical products. However, they can also create hurdles for businesses operating in this industry. One of the primary ways in which strict regulatory standards can hamper the market is through the considerable financial burden they place on companies. Complying with these standards often requires extensive testing, documentation, and quality control measures, all of which come at a substantial cost. This can be particularly challenging for smaller or emerging businesses that may have limited resources for regulatory compliance. Moreover, the time-consuming nature of adhering to strict regulatory standards can lead to delays in product development and market entry. The process of obtaining approvals, conducting required tests, and ensuring compliance with various regulations can significantly extend the time it takes to bring a nutraceutical product to market. This delay can be a significant disadvantage in an industry where innovation and speed in the market are critical for success. Additionally, stringent quality assurance protocols can limit the availability of certain ingredients or production methods. For example, certain novel or exotic ingredients may face greater scrutiny or require additional documentation, which can make it more challenging for companies to incorporate them into their products. This can restrict the range of options available to formulators and potentially limit the diversity of products offered to consumers.

Key Market Trends

Surge in Popularity of Plant-Based and Vegan Nutraceutical Supplements

The surge in popularity of plant-based and vegan nutraceutical supplements mirrors a broader shift towards more conscious and sustainable dietary choices. This trend is fundamentally reshaping the nutraceutical market, particularly in Europe, where a growing number of consumers are adopting plant-based lifestyles for health, ethical, and environmental reasons. Plant-based nutraceutical supplements cater to individuals who seek alternatives to traditional animal-derived products. This demand is driven by several factors. Firstly, plant-based diets are associated with numerous health benefits, including lower risks of chronic diseases like heart disease, diabetes, and certain cancers. Plant-based supplements provide a convenient and concentrated source of essential nutrients, ensuring that individuals following plant-based diets meet their nutritional needs. Moreover, the ethical considerations associated with plant-based lifestyles play a significant role. Consumers are increasingly concerned about animal

welfare and are choosing products that align with their values. Plant-based supplements offer a cruelty-free alternative to traditional animal-based options, appealing to those who wish to minimize their impact on animals and the environment. Environmental sustainability is another compelling factor. The production of plant-based ingredients typically requires fewer resources, such as water and land, compared to animal agriculture. By opting for plant-based nutraceutical supplements, consumers contribute to reducing their ecological footprint, aligning with broader efforts to combat climate change and promote sustainable practices. The demand for plant-based nutraceuticals has spurred innovation within the industry. Companies are developing a wide range of products that cater specifically to the needs of plant-based consumers. This includes plant-based protein supplements, omega-3 supplements sourced from algae, plant-derived vitamins and minerals, and herbal extracts with documented health benefits. In addition, the rise of plant-based nutraceuticals has led to increased accessibility and availability of these products. They are now widely distributed through various channels, including health food stores, online retailers, and conventional supermarkets. This expanded accessibility means that individuals seeking plant-based options have a broader selection of nutraceutical supplements to choose from.

Segmental Insights

Product Type Insights

In 2022, the Nutraceutical market was dominated by the Functional Food segment and is predicted to continue expanding over the coming years. Functional foods, enriched with bioactive compounds and nutrients, gained widespread popularity for their ability to offer health benefits beyond basic nutrition. This dominance is attributed to the growing consumer preference for convenient and accessible health-enhancing products. Moreover, the COVID-19 pandemic further underscored the importance of preventive healthcare, driving the demand for functional foods fortified with immune-boosting ingredients. This trend is projected to persist in the years ahead, with ongoing research and innovation in functional food formulations expected to propel the continued expansion of the nutraceutical market.

Form Insights

In 2022, the Nutraceutical market was dominated by the Tablet segment and is predicted to continue expanding over the coming years. Tablets offer a practical and precise way to deliver a wide range of nutraceutical compounds, including vitamins, minerals, herbal extracts, and other bioactive ingredients. This trend is likely to persist

and even expand in the coming years, driven by factors such as ease of dosage, longer shelf life, and portability. Additionally, advancements in tablet manufacturing technologies are expected to further enhance the efficacy and bioavailability of nutraceutical ingredients, solidifying the position of tablets as a cornerstone in the continued growth of the nutraceutical market.

Source Insights

In 2022, the Nutraceutical market was dominated by the Animal segment and is predicted to continue expanding over the coming years. Firstly, there is a growing recognition of the importance of pet health and well-being among consumers. As pets increasingly become integral members of families, there is a heightened focus on providing them with high-quality nutrition and supplements to support their overall health. Additionally, advancements in veterinary science and research have led to the development of specialized nutraceutical products tailored to address specific health concerns in animals. These products cater to a wide range of pets, including dogs, cats, horses, and even exotic animals, offering solutions for conditions like joint health, digestive issues, and skin problems.

Distribution Channel Insights

In 2022, the Nutraceutical market was dominated by Pharmacies and is predicted to continue expanding over the coming years. Pharmacies are considered authoritative sources of healthcare information, and consumers often turn to them for guidance on nutraceutical products. The presence of knowledgeable pharmacists allows for personalized recommendations based on individual health needs. Furthermore, pharmacies offer a convenient and easily accessible retail channel for nutraceutical products. Consumers can conveniently purchase supplements and other nutraceuticals alongside prescription medications, creating a one-stop-shop for their healthcare needs. The ongoing expansion of the nutraceutical market through pharmacies is also fuelled by the increasing emphasis on preventive healthcare. As consumers become more proactive about their health, they are seeking out high-quality nutraceuticals to complement their wellness routines, and pharmacies are well-positioned to meet this demand.

Regional Insights

The Germany region has established itself as the leader in the Europe Nutraceutical Market. Firstly, Germany boasts a robust healthcare infrastructure and a population that

places a significant emphasis on health and wellness. This cultural focus on well-being has translated into a high demand for nutraceutical products. Additionally, Germany is renowned for its strong pharmaceutical and biotechnology industries, providing a solid foundation for the development and production of high-quality nutraceuticals. The country is home to numerous research institutions and companies specializing in nutraceutical innovation. Germany's stringent regulatory framework ensures that nutraceutical products meet strict quality and safety standards, instilling confidence in consumers and facilitating export opportunities. Moreover, the country's strategic location in the heart of Europe allows for easy distribution and access to surrounding markets. Furthermore, Germany's dynamic retail landscape, including pharmacies, health food stores, and online platforms, provides diverse channels for consumers to access nutraceutical products. This accessibility, coupled with a well-informed and health-conscious consumer base, cements Germany's status as the leader in the Europe Nutraceutical Market.

Key Market Players

Nestle S.A.

The Kellogg's Company

Amway Corporation

The Coca-Cola Company

Nature's Bounty Inc

Herbalife Nutrition U.S.

General Mills Inc

The Kraft Heinz Company

PepsiCo, Inc.

Sanofi SA

Report Scope:

In this report, the Europe Nutraceutical Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Europe Nutraceutical Market, By Product Type:

Functional Food

Functional Beverage

Dietary Supplement

Europe Nutraceutical Market, By Form:

Tablets

Capsules

Liquid

Powder

Others

Europe Nutraceutical Market, By Source:

Animal

Plant

Microbial

Europe Nutraceutical Market, By Distribution Channel:

Specialty Stores

Online

Pharmacies

Hypermarkets/ Supermarkets

Europe Nutraceutical Market, By Region:

Germany

United Kingdom

France

Belgium

Austria

Switzerland

Spain

Italy

Rest of Europe

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Europe Nutraceutical Market.

Available Customizations:

Europe Nutraceutical Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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