

Global Nutrition Supplements Market Report: 2015 Edition

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Abstracts

A nutrition supplement which may also be termed as food supplement or dietary supplement consists of several vitamins, minerals, fibers, fatty acids, amino acids and other trace elements, meant for supplementing the diet and supply nutrients that may be absent in a person's diet or may not be consumed in sufficient quantities. The nutrition supplements can be taken in various forms such as in the form of pills, capsules, tablets, powder or in the form of liquids. There are majorly three purposes for which supplements are required including Lifestyle, Preventive and Proactive and Clinical needs. Wellbeing, vitality, beauty and energy together compose lifestyle requirement; infant nutrition, age related, weight management form preventive and proactive requirement while clinical requirements are composed of medical food and nutrigenomics. However, such supplements may include some ingredients or have properties which could render them potentially hazardous for the human body in many situations.

Nutrition supplements can be majorly divided into six products including vitamins, minerals, meal replacements, sports nutrition, herb and botanical and others. Each of the product categories has its own significance for the human body and deficiency of any these essential products can lead to diseases and disorders.

The key factors driving growth of the global nutrition supplement industry include escalating global ageing population, rising urban population worldwide, rise in the healthcare expenditure, growth in the obese population globally, increasing GDP of the economies, and rising life expectancy rate. Some of the noteworthy trends and developments of this industry include expected growth in the multivitamins market in the U.S., rising scope for penetration of sports nutrition supplements globally, and increasing sales trend through internet channel.

The global and region wise analysis of the nutrition supplement industry along with a study of the global nutrition market is presented in this report. The major regions included in the study are the U.S., China, India Europe and Australia. The report offers a detailed analysis of the global and regional nutrition supplement industry along with company profiles and business strategies of major nutrition supplement market players operating in the global marketplace.

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