

Nutritional Supplement Market Report: 2009 Edition

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Abstracts

The changing lifestyle and growing elderly population is giving space to the nutritional supplement industry to grow. The nutritional supplement industry is highly fragmented catering to different segments of the market. However, market entry barriers are high which creates hurdles for the new players to participate in the market. Human and animal nutritional market in Asia is showing double digit growth rate; China is one of the major player in terms of production and consumption of nutritional supplements and accounts for approximately three-fourths of the vitamin C production.

United States accounts for the largest market in terms of highest revenue generation as well as health awareness. Europe, US and Japan account for the wealthy and mature markets for this industry. The animal feed industry uses over half of nutritional products' total production followed by the food and beverage industry. The government has tightened the regulations in the European region due to increasing competition from the low cost Asian suppliers. In 2007, US supplement market showed slow growth as compared to previous years due to decelerated economy.

The major market for vitamin E is hair and skin care applications, particularly in the anti-aging segment of the personal care market. The introduction of herbal, botanical and other alternative supplements provides external support to the industry.

Rising household income is the major factor behind the growth of this industry. Urbanization is also an important factor for growing supplements demand. South African market shows opportunity because it has gained a reputation in the world health market but still a major portion of the supplements market is untapped.

The report examines nutritional supplement market trends. It highlights global market size and market segments with a focus on dietary supplements market. It also discusses market by geography with an overview of US and European market. It

discusses the major factors driving the industry; also highlights opportunity for the industry players in a particular market. Its competitive landscape talks about major players in the market and profiles Atrium, Glanbia and NBTY with an overview of their business strategies.

Contents

1. NUTRITIONAL SUPPLEMENTS

Introduction

Distribution Channels

2. NUTRITIONAL SUPPLEMENT MARKET: AN OVERVIEW

2.1 Health and Nutrition Industry

Market Breakdown by Region

Market Value by Segments

3. MARKET SEGMENTATION BY PRODUCT

3.1 Vitamin Demand

Market by Segments

4. MARKET SEGMENTATION BY GEOGRAPHY

4.1 United States

Retail Market

Demand Trends

4.2 Latin America

4.3 Europe

5. GROWTH DRIVERS

5.1 Growing Elderly Population to Boost Nutritional Supplements Market

5.2 Rising Awareness and Healthcare Expenditures

5.3 Urbanization and Demand for Nutritional Supplements

6. INDUSTRY TRENDS

6.1 Overdose of Vitamins and Side Effects

6.2 Vitamin E Influencing the Growth of Cosmeceuticals Market

6.3 Demand for Natural Health Products and Regulations in Canada

6.4 Growth Opportunity in South African Market

7. COMPETITIVE LANDSCAPE

Top Selling Brands
Market Share

8. COMPANY PROFILES

8.1 Atrium Innovations

Overview

Business Strategies

Expanding through New Distribution Channels

International Expansion

8.2 Glanbia Plc

Overview

Business Strategies

Changing Consumer Trends

Strong Brand Positioning

8.3 NBTY

Overview

Business Strategies

Diversified Distribution Platform

Low Cost Producer

Strategic Acquisitions

9. MARKET FORECAST

United States

United Kingdom

List Of Tables

LIST OF TABLES

Key Vitamin Suppliers

OTC Health Care Market in Latin America Retail Value (2007)

Projected Growth of Population Aged 60 Years or Over by Region (2050E)

US Retail Sales Growth of Health & Personal Care Products (2007)

Vitamin/Nutritional Supplements-Top Selling Brands in North America (2007)

Herbal/Traditional Remedies: Major Players in North America (2007)

Market Share of US Food, Drug and Mass (2007)

Atrium Innovations Revenue by Geography (2006-08)

Glanbia Revenue by Business Segments (2005-07)

NBTY Revenue by Business Segments (2006-08)

List Of Charts

LIST OF CHARTS

Vitamin and Mineral Production Chart
Nutritional Supplement Market Value by Region (2002-07)
Health and Nutrition Market by Geography (2007)
Health and Nutrition Market by Segments (2007)
Breakdown of Global Vitamins Market (2007)
US Sports Nutrition & Weight Loss Sector (2007)
US Nutritional Supplement Retail Sales (2001-07)
US Vitamin & Mineral Ingredient Demand Trends (2001-06)
Vitamins/Supplements Sales in US Supermarket, Drug & Discount Stores (2007)
US Vitamin & Mineral Ingredients (2006)
OTC Product Categories in Europe
Healthcare Expenditures in China (2003-07)
China Health Expenditure Breakdown by Source of Funding (2006)
US Health Insurance Premium Trends (2001-07)
Global Urban Population by Geography (2004-08)
World's Top Emerging Markets for Vitamin & Dietary Supplements (2007)
Vitamin & Mineral Demand Forecast in US (2011E)
Vitamin Demand Forecast by Segments in US (2011E)
UK Vitamins & Minerals Market Forecast (2008-12E)

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