

Nutritional Supplements Market Report: 2012 Edition

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Abstracts

Nutritional supplements include vitamins, minerals, herbs, meal supplements, sports nutrition products, natural food supplements, and other related products used to boost the nutritional content of the diet. As health consciousness and disposable income are growing on a global basis, the worldwide nutritional supplement industry is expected to enjoy a significant growth rate in the near future.

The US was the largest market for nutritional supplements in 2010, followed by Western Europe and Japan. Conversely, in countries like Eastern Europe and Latin America, the market penetration is still low. The higher penetration in the developed countries can be attributed to the fact that the people in these countries are more health conscious compared to the other countries.

In the US, the retail sales of nutritional supplements have grown significantly in 2010. The growth in the sales was primarily due to growing usage of nutritional supplements specifically among the aging American population.

The nutritional supplement market can be divided into various segments, namely Vitamins, Herbal supplements, Sport nutrition, Minerals, Meal replacement supplements, and Specialty supplements. In 2010, the Vitamins segment recorded highest sales compared to other segments.

In the US, the specialty stores, which mainly focus on premium customers, posted stronger results compared to other distribution channels of nutritional supplements.

The worldwide vitamin D market has grown significantly during 2007-2010. The penetration of vitamin D market is quite high in countries like Israel and Belgium compared to other countries like France and Denmark.

The report provides an analysis of the global nutritional supplements market. It also discusses the major trends, growth drivers and challenges for the market. The report presents the competitive structure of the industry and profiles major players in the market with a discussion of their key business strategies.

By combining SPSS Inc.'s data integration and analysis capabilities with our relevant findings, we have predicted the future growth of nutritional supplements market. We employed various significant variables that have an impact on this industry and created regression models with SPSS Base to determine the future direction of the industry. Before deploying the regression model, the relationship between several independent or predictor variables and the dependent variable was analyzed using standard SPSS output, including charts, tables and tests.

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