World Nutraceutical Ingredients

Industry Study with Forecasts for 2015 & 2020

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World demand to rise 7.2% yearly through 2015

World demand for nutraceutical ingredients is projected to increase 7.2 percent annually to $23.7 billion in 2015. Global trends in nutraceutical ingredients will result in developing regions achieving much faster growth in both consumption and production than developed regions. Increasing economic prosperity will enable countries, such as the BRIC countries of Brazil, Russia, India and China, as well as Mexico, Poland and South Korea, to expand and diversify their food and beverage, processing, and pharmaceutical industries. Based on projected investment levels in these industries and rising consumer incomes, China will evolve into the largest global producer and consumer of nutraceutical ingredients by 2020, surpassing the United States and Western Europe.

Naturally derived substances to lead gains

Nutrients, including proteins, fibers and various specialized functional additives, will remain the top-selling group of nutraceutical ingredients. World demand for these substances will increase 6.7 percent annually through 2015. Proteins will post the fastest gains as food and beverage makers throughout the world introduce new high value-added nutritional preparations. Functional additives and fiber nutrients will also fare well in the global marketplace, with demand gaining upward momentum from increasing clinical evidence of health benefits and expanding applications in specialty foods and beverages.

Naturally derived substances, consisting of herbal and botanical extracts and animal- and marine-based derivatives, will be the fastest growing nutraceutical ingredient segment. World demand for these substances is projected to increase 8.9 percent annually through 2015. Omega fatty acids based on fish oils and other marine sources will lead gains, reflecting clinically proven cardiovascular benefits and expanding use in dietary supplements and nutritional therapies. The rising popularity of homeopathic remedies, coupled with widespread trends promoting preventive medicine and self-treatment, will impact favorably on global demand for numerous other natural nutraceutical ingredients, including cranberry, garlic, ginkgo biloba and ginseng extracts; and glucosamine and chondroitin.

World demand for minerals and vitamin ingredients consumed in nutraceutical applications is forecast to rise 6.2 percent annually through 2015. Well-established applications in food and beverage fortification; infant, adult and pediatric nutritionals; and dietary supplements will underlie growth. Continuing widespread acceptance of health and wellness benefits will keep minerals and vitamins among the most widely used nutraceutical ingredients worldwide in spite of recent studies questioning their effectiveness.
Asia/Pacific

China: Nutraceutical Ingredient Supply & Demand

Total demand for nutraceutical ingredients in China will increase eleven percent annually to $4.3 billion in 2015. This amount will represent the second-largest total worldwide, lagging only the United States in value. However, by 2020 China will form the largest national market for nutraceutical ingredients globally. The rapid growth in Chinese demand for nutraceutical ingredients will reflect the proliferation of health and wellness trends, as well as growth in personal income levels. The aging Chinese population will increasingly turn to fortified and functional foods and beverages, nutritional preparations, dietary supplements, traditional medicines and nutrient-based therapies to prevent and treat health problems.

Continuing imbalances and deficiencies in the medical delivery system will keep a large percentage of Chinese residents dependent on nutraceutical products for health and wellness. The overall availability of these products in the country will increase rapidly as national food, beverage and drug makers broaden and diversify offerings targeted to health conscious consumers. Moreover, the expansion of retail distribution channels will boost demand for nutraceutical products. Over the past decade, China has seen substantial growth in the number of hypermarkets, supermarkets and drug stores throughout the country. These retail establishments, which comprise the large chains store operations Auchan, Carrefour, China Nepstar, China Resources Enterprise, and Wal-Mart, offer broad lines of fortified and functional foods and beverages, adult and pediatric nutritional, and traditional and Western dietary supplements. Based on rising income levels, these new products are expected to fare well in the burgeoning Chinese consumer market.

Lastly, demand for nutraceutical products and ingredients will benefit from new food safety regulations adopted in 2009. These regulations will boost the demand for high quality ingredients and products and increase consumer confidence in these health and wellness products.
Biothera is a manufacturer of complex carbohydrates for commercial, therapeutic, diagnostic and industrial applications. The privately held company operates through two segments: Pharmaceutical Group and Healthcare Group.

Biothera participates in the world nutraceutical ingredient industry through its Healthcare Group segment, which produces and markets a variety of natural health ingredients for functional foods and beverages, nutritional supplements, cosmetics and animal nutrition products. Among the segment’s food-grade ingredients are beta glucan, a homoglucose polysaccharide derived from the cell wall of Saccharomyces cerevisiae. Also referred to as Baker’s yeast, the compound supports the immune system by activating innate immune cells. Specifically, beta glucan binds with receptors on neutrophils, monocytes, macrophages and other immune cells to increase these cells’ anti-infective, anti-tumor and hematopoietic properties. Beta glucan is marketed by BBI in bulk form under the WELLMUNE WGP, BETARIGHT WGP, WGP 3-6 and APG 3-6 brand names. Biothera’s beta glucan-based nutritional supplements are available adult dosages, as well as in chewable tablets for children. These products are sold under the LIFE SOURCE BASICS, IMMUNE HEALTH BASICS and IMUCELL WGP brand names.
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Other Studies

Alternative Sweeteners
This study analyzes the US alternative sweetener industry. It presents historical demand data for the years 2000, 2005 and 2010, and forecasts for 2015 and 2020 by product (e.g., high intensity sweeteners, polyols) and market (e.g., food, beverages, personal care products, pharmaceuticals). The study also considers market environment factors, details industry structure, evaluates company market share and profiles industry players.

#2819 December 2011 $4900

Biologics
US demand for biologics is expected to grow 6.5 percent annually through 2015, driven by dramatic shifts in production technology and more targeted diseases such as cancer, diabetes and other serious medical conditions. Monoclonal antibodies will remain the largest category and be one of the fastest growing segments, outpaced only by hormones. This study analyzes the $74.3 billion US biologics industry, with forecasts for 2015 and 2020 by product and application. The study also evaluates company market share and profiles industry competitors.

#2792 September 2011 $4900

Cosmeceuticals
US demand for cosmeceutical products is expected to increase 5.8 percent annually through 2015. Injectables and skin care products will see the fastest growth, based on anti-aging benefits. Among chemicals, antioxidants will remain the largest category, while botanicals continue to see the fastest gains. This study analyzes the $6.5 billion US cosmeceuticals industry, with forecasts for 2015 and 2020 by product and chemical. The study also evaluates company market share and profiles industry competitors.

#2758 July 2011 $4900

Excipients
US excipients demand will advance 3.9 percent yearly through 2015, driven by continued growth in US pharmaceutical production and the increasing importance of excipients in drug formulation. Polymers will remain the top-selling type based on their use as fillers and binders in tablets. Fillers and diluents will remain the leading application and grow the fastest. This study analyzes the $1.5 billion US excipients industry, with forecasts for 2015 and 2020 by product and application. The study also evaluates company market share and profiles industry players.

#2736 May 2011 $4800

Flavors & Fragrances
The US market for flavors and fragrances is forecast to rise three percent annually through 2014. Advances will be fueled by consumer interest in more complex, exotic and authentic flavors and fragrances, as well as the increasing use of these products as marketing tools and product differentiators. This study analyzes the $4.8 billion US flavor and fragrance industry. It presents historical demand data and forecasts for 2014 and 2019 by market and product. The study also evaluates company market share and profiles industry players.

#2732 February 2011 $4900

About The Freedonia Group

The Freedonia Group, Inc., is a leading international industry market research company that provides its clients with information and analysis needed to make informed strategic decisions for their businesses. Studies help clients identify business opportunities, develop strategies, make investment decisions and evaluate opportunities and threats. Freedonia research is designed to deliver unbiased views and reliable outlooks to assist clients in making the right decisions. Freedonia capitalizes on the resources of its proprietary in-house research team of experienced economists, professional analysts, industry researchers and editorial groups. Freedonia covers a diverse group of industries throughout the United States, the emerging China market, and other world markets. Industries analyzed by Freedonia include:

- Chemicals
- Plastics
- Life Sciences
- Packaging
- Building Materials
- Security & Electronics
- Industrial Components & Equipment
- Automotive & Transportation Equipment
- Household Goods
- Energy/Power Equipment

Freedonia Custom Research

Freedonia Custom Research delivers the same high quality, thorough and unbiased assessment of an industry or market as an industry study. Since the research initiative is based upon a company’s specific needs, companies harness Freedonia’s research capabilities and resources to answer unique questions. When you leverage the results of a Freedonia Custom Research engagement, you are able to obtain important answers to specific questions and issues associated with: mergers and acquisitions, new product launches/development, geographic expansion, entry into new markets, strategic business planning, and investment and funding decisions.

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