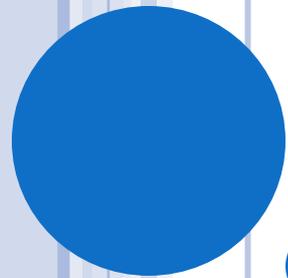




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# ● GLOBAL MARKET

**Nutraceuticals Market Report:  
COQ10, Probiotics/Prebiotics,  
Taurine, Omega-3, Green Tea,  
Antioxidants, Calcium, Lycopene,  
B-Complex, Dietary Fiber,  
Collagen, Aloe Vera and Zinc**



The International Market Analysis Research and Consulting Group is a leading advisor on management strategy and market research worldwide. We partner with clients in all sectors and regions to identify their highest-value opportunities, address their most critical challenges, and transform their businesses.

IMARC's information products include major market, scientific, economic and technological developments for business leaders in pharmaceutical, industrial, and high technology organizations. Market forecasts and industry analysis for biotechnology, advanced materials, pharmaceuticals, food and beverage, travel and tourism, nanotechnology and novel processing methods are at the top of the company's expertise.

IMARC's tailored approach combines unfathomable insight into the dynamics of companies and markets with close cooperation at all levels of the client organization. This ensures that our clients achieve unmatched competitive advantage, build more proficient organizations, and secure lasting results.

# REPORT DESCRIPTION AND HIGHLIGHTS

## Global Nutraceuticals Market Exhibiting Strong Growth

*Nutraceuticals are currently driving an emerging trend of “Personalized Nutrition” whereby food and drinks products are more closely matched to consumers’ individual health and nutritional needs, aspirations and preferences.*

Nutraceuticals are nutritional or ‘functional foods’ that are demonstrated to have a physiological benefit or provide relief from various diseases and ailments. They have become extremely attractive for food and beverage companies due to their high margins and minimal regulatory requirements.

Nutraceuticals are currently driving an emerging trend of “Personalized Nutrition” whereby food and drinks products are more closely matched to consumers’ individual health and nutritional needs, aspirations and preferences. This emerging trend is having immense possibilities and opportunities for producers and marketers of Personalized Nutrition Products. Some of the key factors behind the sustained growth of this market have been an increasing aging population, rising disposable incomes, changing lifestyles, increasing awareness, a growing trend of health & wellness and emerging new markets in developing countries. These factors are expected to keep on driving the market in the coming years

The report **“Nutraceuticals Market Report: COQ10, Probiotics/Prebiotics, Taurine, Omega-3, Green Tea, Antioxidants, Calcium, Lycopene, B-Complex, Dietary Fiber, Collagen, Aloe Vera and Zinc”** provides a comprehensive insight into the global nutraceuticals market. The study that has been undertaken using both desk based and qualitative primary market research has analyzed various aspects of the global nutraceuticals market, viz. key nutrients for food/beverage fortification, clinical trials, consumer perspectives, market trends and future growth prospects.

## **What we have achieved in this report:**

### **Comprehensive Analysis of Key Nutrients for Food and Beverage Fortification**

**Nutrients Covered:** COQ10, Probiotics/Prebiotics, Taurine, Omega-3, Green Tea, Antioxidants, Calcium, Lycopene, B-Complex, Dietary Fiber, Collagen, Aloe Vera and Zinc

#### **Focus of the Analysis:**

- Analytical description of clinical trials suggesting health benefits of these nutrients across various indications
- Findings of surveys conducted for understanding consumer awareness, perspective and behavior towards nutraceuticals

### **Comprehensive Market Analysis of the Global Nutraceuticals Market**

#### **Focus of the Analysis:**

- Current trends and future prospects of nutraceuticals
- Current trends and future prospects across various product categories and indications
- Current trends and future prospects of personalized foods
- Current trends and future prospects of personalized beverages
- New product launches
- Market drivers and challenges
- Opportunities across various indications



# MARKET ANALYSIS ACROSS MAJOR GLOBAL MARKETS

**Countries Covered:** United States, Germany, United Kingdom, France, Spain, Italy, Japan, China, Russia, India, Brazil and Mexico

## **Focus of the Analysis:**

- Market overview
- Current and historical market trends
- Market by indication
- Market forecast